

DSD RETAIL PRICING SUPPORT

UNFI's Direct Store Delivery (DSD) program provides point-of-sale and tag support for many supported DSD vendor items.

Comprehensive Service includes:

- All Major DSD categories
- Includes national vendors: Frito Lay, Bimbo, Pepsi, Coca-Cola plus region-specific local vendors
- Base zone SRP, TPR and ad support
- Rule-driven retail prices by vendor and/or category, by Item
- Custom shelf labels and talkers through 3rd-party or self-print
- POS hostable support when on UNFI Host Service
- Single source for your DSD costs and retail prices
- We work with DSD vendors to ensure your cost and allowances are kept current
- Offers downloadable data for retail-specific tools
- Rules-generated retail prices (Optional: takes out the manual effort to calculate new base retails or TPRs)
- Web-based solution that can be accessed from any workstation with a browser



RETAIL PRICING



WHY CHOOSE UNFI?

- Save time & money by simplifying your DSD pricing
- Keep up with constantly changing DSD costs and allowances
- Effectively manage DSD price image and gross profit objectives
- Provide uniform shelf labels
- Robust TPR and ad feature SRP's
- Suite of retailer-specific tools including base & TRP review, store authorized price lists

TESTIMONIALS

“ We have been using the UNFI DSD Program for several years now and it has streamlined our pricing procedures. We have seen a marked increase in pricing integrity and a considerable decrease in our labor costs. We are very pleased with the program. ”

Okie's Thriftway Market,
Ocean Park, WA

SIGN UP FOR MORE INFORMATION

Subject to credit approval. Some services may not be available in international markets.

Contact Information: Penny.L.Wetmore@UNFI.com

To discover our comprehensive portfolio of services, visit Services.UNFI.com or [view our brochure](#).

