

PRICE MANAGEMENT

UNFI's Strategic Retail Pricing team offers multiple levels of services to help Retailers in achieving sales and profit objectives. Leveraging our market experience; we work to improve Retailers' pricing strategies.

Please speak to your regional pricing manager about the Price Management Services that are right for you.

Price Management Services

SRP Zones

Our SRP Zones offer a range of suggested retail pricing choices. Each zone is price-modeled to achieve a targeted gross profit at the department, category, and sub-category level.

Zones are based on:

- Item and category strategy
- Competitive information
- Vendor cost changes
- Our pricing experience

Customized Retailer Individualized Pricing (CRIP)

The CRIP program is designed to give you the flexibility to override UNFI SRP Zone pricing to establish your own item-level price structure.

Psychological Pricing and Price Points

Psychological Pricing and Price Points allow you to choose from many different options to manage retail price point ending digits. The pricing preference can be set for all prices.

PRICING



WHY CHOOSE UNFI?

Our Retail Pricing experts maintain more than 100 house zones, benchmarked to key competitors in every market.

We enable you to effectively manage price image and gross profit objectives for your store.

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Shelf Labels and Talkers

This program is offered as the means of keeping base prices and promotional (TPR) prices up to date.

Shelf Talker colors and text can be customized to support your own store's brand image and color scheme.

New and Discontinued Item Talkers

This program allows you to showcase new items in your stores with New Item Talkers as the items become available through the warehouse.

The Discontinued Auto TPR program automatically reduces the SRP based on your pre-established parameters on items that are discontinued from the warehouse.

Compare and Save

This program is designed to generate shelf talkers for UNFI's Private Brands items against equivalent national or regional items.

Retailers can leverage this program to draw shopper's attention to the value of the Private Brand's products while driving improved profitability.

Additional Price Management Services

- Labels by Aisle
- Multiple Shelf Labels
- Custom Label Size
- Item Authorization Program
- Tiered Pricing
- Pass On Allowance - (POA/TPR)
- Purchase Flag Support

SIGN UP FOR MORE INFORMATION

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

Store Name: _____ Store #: _____

Contact Name: _____ Phone: _____

Email Address: _____

Scan and email completed form to Retail_Pricing@UNFI.com

Contact Kip.E.Rodgers@UNFI.com Phone: 952-947-3423

PRICING

FAST FACT

More than

95%

of our retail customers utilize the UNFI Retail Pricing services.

50+

retail pricing experts across the country, leveraging their combined 450+ years of pricing experience to support our customers.

