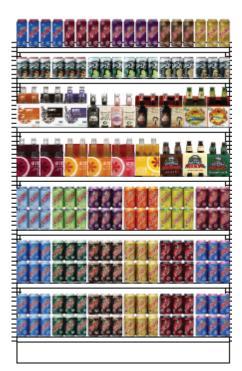
# SCHEMATICS

A schematic is a visual representation of a merchandising strategy used to maximize sales. Each category's schematic is created to represent a retailer's specific strategy to the consumer.

### **Benefits**

- Maximize sales by ensuring proper item placement in each category
- Enhance the shopper experience by optimizing product flow
- Drive profit by properly merchandising both private brand and national brand items
- Make data-driven decisions by leveraging insights from industry-leading data providers & UNFI Regional assortment data
- Customized reports provide retailer, category and product specific insights
- Easy access to schematics available via SVHarbor 24 hours a day



### SHELF MANAGEMENT



#### WHY CHOOSE UNFI?

- Secure the right assortment for your store, your customers, your market
- Industry leading technology seamlessly intergrates floor plan, schematics and movement data
- Visibility to discontinued items, allowing time to sell through inventory and minimize potential markdowns
- Integrated with UNFI value added services:
  - Assortment optimization analysis & support
  - Floor planning & adjacency optimization



# SCHEMATICS

#### **Schematics Programs**

UNFI has developed two distinct offerings available for customers enrolled in our shelf execution program.

#### **BASE SCHEMATICS**

- Assortment available based on distribution center product mix
- Available in a variety of sizes to fit the retailer's needs
- Regular maintenance to ensure innovation, deliver insights and keep categories on-trend

#### **CUSTOM SCHEMATICS**

BASE Schematics plus:

- Store-specific categories including:
  - Non-UNFI supplied
  - Locally relevant products
  - DSD supplied
- Maximize store-specific category/item/product mix by integrating store's POS data
- Customized maintenance available based on retailer needs

#### UPC PACK OUT Facings Case total days supply < 00827444444 72 FLZ REEDS GINGER BREW 4 PACK EXTRA 7.6 89477300110 72 FL OZ ZEVIA NAT DIET SODA6PK BLACK CHERRY 13.9 72 FL OZ ZEVIA ZERO CALORIE SODA 6PK GRAPE 89477300119 13.9 89477300118 72 FL OZ ZEVIA SODA 6PK MOUNTAIN 14.1 89477300121 72 FLZ ZEVIA SODA 6PK CAFFEINE FREE 15.6 89477300102 72 FL OZ ZEVIA LEMON LIME SODA 6PK DIET 16.2 89477300101 72 FL OZ ZEVIA NATURAL COLA 6PK SODA 16.6 16 48 OZ IZZE SPARKLING JUICE 4PK GRAPEFRUIT 83609300204 4 17.1 72 FL OZ ZEVIA SODA 6PK ORANGE 89477300103 17.2 8 83609300210 48 OZ IZZE SPRKLING FRUIT JUICE PEACH 18.8 10 11 89477300104 72 FL OZ ZEVIA GNGR RT BR NAT6PK 16 20.0 12 85181800105 12 OZ DRY SODA DRY LAVENDAR SODA LAVENDAR 20.4 13 89477300160 72 FL OZ ZEVIA SODA COLA 6PK CHERRY 16 231 .2 14 85181800104 12 OZ DRY SODA DRY BLOOD ORANGE SODA BLOOD ORANGE 4 23.5 72 FLZ BLUE SKY ZERO CAL COLA 15 04900006970 1.00 23.9 12 OZ DRY SODA DRY VANILLA BEAN SODA VANILLA BEAN 16 85181800142 24.1 89477300115 72 FL OZ ZEVIA DR. DIET SODA 6PACK NATURAL 16 24.6 18 89477300111 72 FL OZ ZEVIA GINGER ALE SODA 6PK DIET 2 16 25.6 19 83609300205 48 OZ IZZE SPARKLING JUICE 4PK CLEMENTINE 25.9 2 8 72 FLZ BLUE SKY SODA ZERO ROOT BEER 20 04900006976 1.00 28.0 21 48 OZ IZZE SPARKLING JUICE 4PK BLACKBERRY 83609300202 1.33 28.6 72 FL OZ ZEVIA SODA CREAM 6PK 22 89477300122 16 31.4 372 FL FENTIMANS CHERRYTREE 4PK COLA 23 66745000119 1.33 333 8 24 89477300187 16 FL 07 7EVIA SODA CHERRY COLA 4 12 36 55.8 25 89477300133 16 OZ ZEVIA ROOT BEER SODA GINGER 3 12 27 59.1 27 26 16 FL OZ ZEVIA CREAM SODA 12 61.8 89477300131 3 89477300132 16 FL OZ ZEVIA SODA BLACK CHERRY 12 36 64.8 16 OZ ZEVIA SODA GRAPE 28 89477300138 12 36 86.0

#### PACK OUT ACROSS PIANOGRAMS

## SHELF MANAGEMENT

#### **REPORTS & ANALYTICS**

Analytics displayed on the schematic:

- Pack-out
- Days of supply
- Sales by item

#### Power of Data:

- By item visibility
- Faster & informed decisions at shelf
- Right information when you need it

#### SIGN UP FOR MORE INFORMATION

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