

# CIRCULAR SOLUTIONS

Circulars showcase retailers' unique value by highlighting their selection of products, promotional discounts, and new & specialty items. They also keep stores top-of-mind when shoppers are planning their regular grocery trips. While many shoppers use ads to comparison shop for the best value, others use them to discover new products they'd like to try.

Paper and digital ads allow retailers to attract new shoppers and increase shopper loyalty. In addition, combining print & digital tactics will allow retailers to reach more shoppers where they are, however they like to shop.

## RETAIL MARKETING



## 57% of traffic to digital circulars results in a store visit

**10M+**

# of printed circulars  
for 1100+ stores\*

**70%**

of shoppers still use paper  
grocery circulars\*\*

**3.5 days**

How long consumers keep  
their grocery circulars, on  
average\*\*\*

## How it Works

We strategically partner with printers, production facilities, and personnel across the country to deliver the highest-quality print circulars at the most economical price.

## 4 Reasons to Offer Print + Digital Circulars

1. **Inclusivity.** Reach more of your shoppers, wherever they are and however they like to shop.
2. **New shoppers.** Many shoppers use circulars to comparison shop and will choose their store based on your promotions.
3. **Loyalty.** Shoppers look for value and will appreciate your efforts to help them plan their visits to your store.
4. **Top-of-Mind.** Stay top-of-mind by appearing in shoppers' homes *and* on their devices.

\*Price total=average weekly print run, frequency varies by retailer; \*\*Source: mspark, 5 Trends for Grocery Marketers, 2021;

\*\*\*Source: Vericast Awareness-to-Action Study, 2023

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### What customers are saying



"The digital circular has enhanced our ad so it's much more user-friendly with customers wanting to see more in-depth information about our products featured, plus the interactive ads attract customers to that product. We feel this new look allows our ad to stand out among competitors and hopefully attracts them to come into our store! A much more interactive experience for our customers."

– Kerry Jeanpierre, Co-Owner, Albrecht's Delafield Market



"Everyone loves a good promotion! As we interact with our customers, if they mention they are new, we immediately give them a circular and point out certain features they may be interested in based on their current interests (gluten-free, vegan, keto, etc.). They can let the cashier know if they'd like to receive it via mail or email. We also keep stacks of them at each register as they check out....Our customers come in with their circular in hand, with desired items circled each week."

– Gina Krieger, Owner/Buyer, Seven Grains Natural Market

### Get Started

Contact us to discuss your store & market needs. Our experts are well-versed in the full suite of circular, digital, and traditional marketing strategies to meet your needs.

#### UNFI Conventional Account Contacts:

- West Region: [Naquel.M.Sawyer@unfi.com](mailto:Naquel.M.Sawyer@unfi.com)
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### SIGN UP TO LEARN MORE

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

Questions? [PSSales@UNFI.com](mailto:PSSales@UNFI.com)

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