

# DIGITAL MEDIA PLATFORM

SHOPtoCOOK is the only digital media platform designed to connect independent grocers with shoppers both in-store and online, and reward them for shopping with you.



## Websites: Your Digital Front Door

- Custom, mobile-optimized design to reflect your store's brand
- Deliver value with digital coupon integration
- Provide meal planning resource with 6,000+ recipes
- Drive value with interactive circular



## In-Store Kiosk: Your Digital Connection

- Save labor with digital resource center
- Extend reach of your printed ad in-store
- Grow basket size with print/text recipe library
- Extend your loyalty program with in-store registration and digital coupon clips
- Grow private label loyalty with digital savings



## Digital Coupon/Loyalty Integration: Turn Digital Tactics Into a Digital Strategy

- Grow loyalty touchpoints on web and in-store
- Personalize your digital customer experience
- Increase customer sign-ups
- Create a cohesive digital strategy



## Email Newsletters: Communicate with Shoppers Where They Are

- Expand communication channels
- Extend reach of printed ad through delivery of circular direct to your shopper's inbox
- Open rates average 36.5%, 50% higher than retail industry average!

# RETAIL MARKETING



## SHOPtoCOOK

## WHY SHOPTOCCOOK?

SHOPtoCOOK is an in-store Digital Marketing and Media Services platform for grocery retailers.

The platform is unmatched by its dynamic and interactive interface, designed to Inspire, Incent and Inform consumers when they are online, on their mobile device or in-store, ready to shop!

SHOPtoCOOK supports over 1,000 stores across the country with millions of views each month.



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# DIGITAL MEDIA PLATFORM

## Design Features

- Word Press Platform
- Responsive Design
- Mobile Optimization
- Every Site Custom
- Designed Dynamic to maintain freshness
- ADA Compliant

## Customized Content

- Loyalty Program
- Access Catering and Daily Menus
- Pharmacy Refills
- Store News and Events Custom Banners
- And more...

## Coupons.com Feed

- Zip Code/Geographically Sorted
- Updated Every 2 Weeks

## Template Design Includes:

- Weekly ad (Static or interactive)Print
- Coupons Recipes
- Contact Us Form
- Store information page including Google Map
- Email sign up
- Social Media Links
- Blog, if requested
- Location Link (directions to store)
- Google Analytics - report
- Content Management training
- SEO optimized, ADA compliant using WGAC
- Level 2 Guidelines, continuous monitoring



**SHOPtoCOOK**

## In-Store Coupons

- Easy to Use Admin Tools

## Recipe Center

- 6000+ Recipe Database
- Every recipe has a high-quality images
- Multiple ways to browse
  - Category
  - Nutrition
  - Ingredient
  - Season

## RETAIL MARKETING



### **SIGN UP FOR MORE INFORMATION**

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

Contact Information: [PSSales@UNFI.com](mailto:PSSales@UNFI.com)

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

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