

# HEALTHY SHELF LABELS POWERED BY GREENCHOICE

## Healthy Shopping Made Easy

We've partnered with GreenChoice to give your shoppers instant access to easy-to-read, science-based nutrition and sustainability data for grocery items right on the label. Displaying nutritional guidance on labels in grocery stores has been shown to increase basket and ticket size for shoppers.

Our **new and improved** healthy shelf labels program now includes:

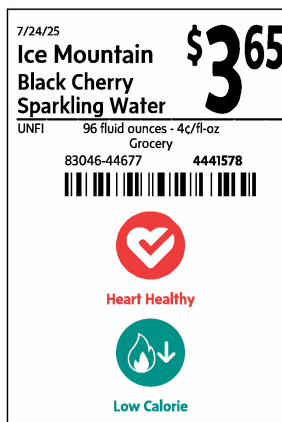
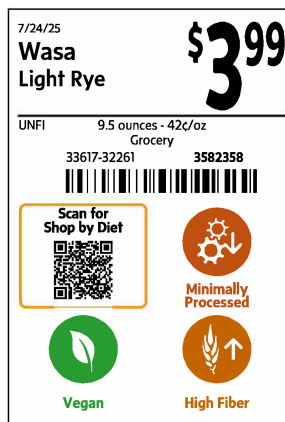
- More than 70 attributes to choose from
- Science-based GreenScores® that make healthy shopping easy
- QR-coded labels to provide more information to shoppers
- 3 levels of services to fit your needs

## Retailer Benefits

- Beautiful, colorful & eye-catching tags
- Improve shopper loyalty
- Bigger basket and ticket sizes
- A simple way to highlight specialty products
- Works with your in-store tag print program

## Get Started

Healthy Attributes powered by GreenChoice are available as an add-on service to your in-store tag and sign print program with an additional weekly fee. Reach out to learn more.



## RETAIL PRICING



## WHY CHOOSE UNFI?

- UNFI's Retail Pricing associates are here to support your tag & sign print program
- We're continuously innovating and improving our tag & sign program for more functionality and capability for you.

## FAST FACTS

# 75%

of all purchase decisions are made in the aisle

# 30%

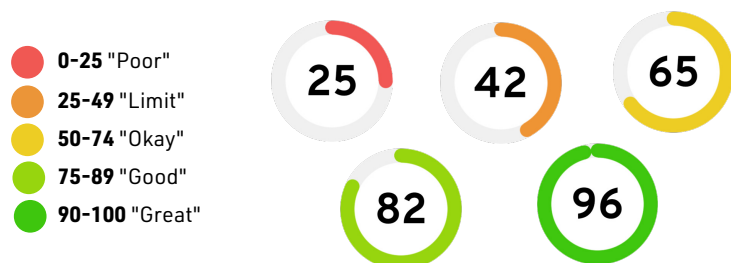


See a sales lift of up to 30% with GreenChoice's Healthy Shelf Labels

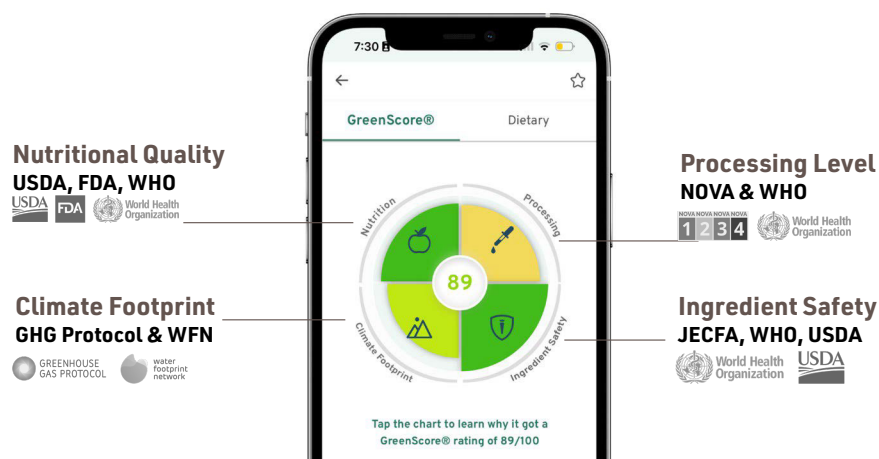
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PROFESSIONAL SERVICES

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## The Food GreenScore



## How Products are Scored



## Sample of 70+ Available Attributes



## RETAIL PRICING



## THE GREENSCORE

Products are rated based on verifiable data regarding:

- Nutritional Density
- Ingredient Processing
- Ingredient Safety
- Climate Footprint

The GreenScore helps shoppers make informed decisions about their purchases.

## FAST FACT

# 80%

Healthy Shelf Labels already reach 80% of grocery products, and coverage is continuing to grow.



### SIGN UP FOR MORE INFORMATION

Subject to credit approval. Some services may not be available in international markets. Contact information: [ProfessionalServices@UNFI.com](mailto:ProfessionalServices@UNFI.com)

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

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