

RETAIL PRICING

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.

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
- Psychological pricing
- Price points
- 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.

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. In-store and Service Bureau print options are also available.

Electronic Shelf Labels

All-in-one solution for cutting-edge technology on your shelf, giving you more control over your pricing strategy, and reducing labor costs.

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.

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WHY CHOOSE UNFI?

UNFI Retail Pricing enables you to effectively manage and execute a successful pricing strategy that is unique to you.

We offer several tools and services that allow customization and flexibility, which will help you maximize sales and profit.

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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.

SIL Host/Data Exchange

Host Service modernizes the pricing process while saving time and labor for the store. The user-friendly software eliminates the need to manually key price changes, reducing pricing errors.

Data exchange allows outbound and inbound file delivery via SV Wire, manual or automated. Outbound transactions include Advanced Ship Notice, Invoices, Credit/Debit Memos, Statements, Item Maintenance, Competitive Data, & Item Refresh. Inbound Transactions include CRIP, Purchase Flag, Item Authorization, Shelf Label Maintenance, and Product Department Overrides.

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
- STEP - Strategic Tool to Enhance Pricing
- RSVP - Retail Shelf Verification Program
- In-Store Printing Options
- Enhanced Labels w/ Healthy Attributes, QR Codes

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FAST FACTS

4500+

retail customers utilize UNFI Retail Pricing services.

70+

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

SIGN UP FOR MORE INFORMATION

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

Contact Information: ProServices@unfi.com

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

