

ASSORTMENT SOLUTIONS

SHELF MANAGEMENT

Did You Know?

Grocery retailers who adopt data-driven decision-making experienced a 5-10% increase in revenue.¹

UNFI developed an Assortment Solutions portfolio to provide independent retailers access to industry data, market trend insights, easy to use reports and assortment recommendations to make customizing your offering easier.



Data-driven decisions can drive Double-Digit sales growth

2,500+

Retailers benefiting from
UNFI's Assortment
programs today

Unbiased Views

Combining your
POS + Market Data
to provide unbiased &
actionable insights

20 Years

Providing successful &
helpful insights for
UNFI retailers

How it Works:

UNFI's Shelf Management experts take a consultative approach toward your store's specific needs. We leverage your store's sales data, your local market & shopper demographics, and your competition – analyzing against market data, like-store clustered data (ex. international, hispanic, store format, etc.) alongside UNFI DC assortment data – to provide you actionable reports to optimize your offerings. We give the insights, you decide which strategies will work for your store.

We're Here for You:

- Support from a team of experienced analytics experts.
- Access to best-in-industry micro & macro technology that streamlines product placement.
- Efficient end-to-end assortment strategy execution when combined with:
 - Floor Planning
 - Custom Schematics
 - Shelf Execution
 - Field Sales

1: McKinsey & Company "Analytical assortment optimization" (2019), McKinsey & Company "Grocers can fuel growth with advanced analytics" (2021), GoSnergia Increase Your Revenue With Data-Driven Decisions" (2021)

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Roth's
FRESH MARKETS

"The **Scan Advantage** program has been a great program to allow us access to center store scan sales. It has **helped us make key decisions** on voids, trending categories, and new items.

[The team] has been great in getting us information when we need to make decisions and add/remove product from our shelves. The front-end data has also been used for buying events, so **we know what key items we need to order.**"

- Roth's Fresh Markets



"We carry a lot of locally relevant products so it was important to create customized plans for our assortment [**Custom Planograms**]. We now have over 150 planograms in our conventional stores!

The end result for us is: our inventory is down 25%, our sales are up 30%, and our stock is best on the island. We have more of a variety of products, and we're learning which items sell. Our ordering has become more efficient and we can view our analytics to see our return on space."

- Benjamin Brown, AML Foods



"The results of the **Homestore Program [Shelf Execution]** are startling. It's one of those things that I would tell any retailer, large or small, that you have to figure out how to do this. **It has grown our sales in the double digits.**

When you make your store easier to shop, it translates to bigger basket sizes and customers can find what they need. That translates into loyalty."

- Jesse Garcia, Sedano's

Next Steps:

1. [Fill-out this form](#) or contact your UNFI Account Manager to get started.
2. Tell us your situation and current business need.
3. Our experts will educate you on our Assortment programs & work with you to customize the right mix of services to meet your store's needs.

[SIGN UP FOR MORE INFORMATION](#)

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

Questions? PSSales@UNFI.com

Browse more of our value-creating business solutions at services.UNFI.com or [view our brochure](#).

