

# ASSORTMENT SOLUTIONS

## SHELF MANAGEMENT

### Did You Know?

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

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 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](mailto:PSSales@UNFI.com)

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

