

NEW ITEM AUTO DISTRIBUTION (NIAD)

To increase retailer profitability and speed-to-shelf for new items, UNFI offers a New Item Auto Distribution (NIAD) program. Auto-distribution allows delivery of new items to retailers as soon as the item has entered our warehouse database. It is critical that retailers have new items on the shelf as quickly as possible, to differentiate and identify themselves as the go-to store for new items. If you're not on NIAD, you're missing critical selling time and set yourself about 12 weeks behind the competition!

Features & Details

This program is a FREE service to UNFI retailers

Merchant ranks each item:

(A) - Must Have Item

(B) - Should Have Item

(C) - Optional Item

Retailer selects which program fits each store department

- **Level 1 Stores** - Get all new (A) Must Have, (B) Should Have, and (C) Optional items
- **Level 2 Stores** - Get all new (A) Must Have and (B) Should Have Items
- **Level 3 Stores** - Get all new (A) Must Have items only

National Brand new items includes one FREE case per store (CMAP is 100%)

Private Brands

- Applies to new national launch items for customers on MDF program
- Allowances are: 100% (EE) or 50% (WH, SV)
- Option to opt-in to the program by brand
 - Essential Everyday, Wild Harvest, Shoppers Value
- Retailers on Home Store will have items cut in, based on existing schedule. POGs are promptly updated.
- Stores are notified 6 weeks prior to ship date, via SV Wire eReports- Grocery, Frozen, Dairy
- Cancel unwanted items with dated orders department within two weeks of ship date

SHELF MERCHANDISING



BENEFITS

- Speed to shelf grows sales
- First in market to advertise
- Capitalization of a manufacturer's media support
- Free or 50% discounted case on all items
- Planograms to support placement
- No cost to retailer

DID YOU KNOW?

Studies show consumers return to repurchase new items at the store where the item was first purchased

CPG companies introduce over 150,000 new items each year; 5,000 new products are introduced to the grocery channel.

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Frequently Asked Questions

1. NIAD does not include pack changes.
2. Retailer selects which program fits each Store/Department. Retailers can move between levels via SVHarbor or via AE.
3. Some retail formats may not take some of the items, they should still sign up for Level 3 "Must Have items only" and cancel those they do not want to receive.
4. This is a Grocery/Frozen/Dairy (GFD) program
5. Vendors will provide a ranking of each item and the merch team will validate, rank and scorecard the items as a Must Have, Should have or Optional item.
6. There is no charge for a retailer to be on NIAD. Each item will be invoiced at \$0.01 cost as the system needs a cost assigned to ship an item to your store.
7. The retailer does pay their fee on the item if they are a fixed fee customer.
8. CMAP credit for National Brand is for 100% or 50% of the sell 1 price plus the retailer's specific fee on top of that. The credit can be viewed on the first time buy report.
9. UNFI will agree not to discontinue NIAD items for at least the first six months
10. Not all new items go through NIAD. Only items funded by vendors.
11. If you have any questions, please call Customer Service or your AE.

SHELF MERCHANDISING

RETAILER FEEDBACK

“

You have to make sure you have the best items in a timely fashion to meet the roll out of marketing, coupons and advertising.”

“

You have to take advantage of the vendor case discounts on new item promotions”

“

We need to keep the shelf fresh with new items and pull slower, non-moving items off the shelf”

“

Vendors and brokers no longer have the coverage in our marketplace to sell new items store-to-store or retailer-to-retailer.”

“

Our suppliers' sales people don't have the expertise to place new items and recommended deletions. Plus, they only look after their items.”

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](#).

