

PLANOGRAMS

A planogram is a visual representation of a retailer's merchandising strategy. Products are strategically located to maximize sales in your store. At UNFI our highly skilled team of analysts use consumer data, region specific market data, and store insights to optimize your store(s). Our team of analysts bring an artistic eye to ultimately enhance the customers shopping experience. Our goal is to ensure they return to your consistently merchandised and easy-to-shop store.

We take a strategic approach to merchandising, partnering with our assortment and floor planning teams to ensure you have the product your consumers are seeking on your shelf.

Retailer Benefits:

- Provide appropriate item placement in each product category for consistency between your formats
- Optimize product flow & traffic throughout your store
- Successfully merchandise private brands alongside national branded items
- Leverage insights to make data-driven decisions
- Access to customized insights for retailers, categories, & products at shelf



SHELF MANAGEMENT



WHY CHOOSE UNFI?

- Assortment can be customized to your unique store, your customers, & your market
- Best-in-industry technology seamlessly aligns floor plans, item movement, & merchandising data
- Clear visibility on discontinued items, improving mark down impact & coordination
- Leverage our team's vast knowledge & expertise to support first-rate planogram development

TESTIMONIAL

"They had a lot of knowledge about the grocery industry, so we were able to provide valuable insights throughout the decision-making process."

- Amit Patel, Fresh Street

UNFI 
PROFESSIONAL SERVICES

PLANOGRAMS

Two Service Levels

We offer two tiers of service for retailers enrolled in our shelf execution programs:

1. Base Service

- Assortments based on product mix from your UNFI distribution center
- Assortment of options available to fit your needs
- Ongoing maintenance and insights to innovate and keep product categories on-trend with labor to support

2. Custom Service

Includes base service plus:

- Merchandising of all products, locally relevant, and DSD supplied items
- Integrates your store's unique POS data to customize category, item, and product mixes
- Ongoing, customized maintenance available based on your specific needs



SHELF MANAGEMENT

FAST FACTS

Our custom planograms display the following analytics:

- Pack-out numbers
- Days of supply
- Product representation by store for your chain

Why use our insights?

- Gain better item visibility
- Make faster and more informed decisions at the shelf level
- Get quick access to the right information when you need it most

TESTIMONIAL

"We started working with the Shelf Management team about 15 months ago to develop custom planograms - we now have over 150 planograms in our conventional stores! The end result 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."

- Ben Brown, AML Foods

SIGN UP FOR MORE INFORMATION

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

Contact Information: PSSales@UNFI.com

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

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