

SHELF EXECUTION

Shelf Management is the store's information and implementation of planograms created in coordination with UNFI's Category Management departments and 3rd Party Labor resource provider. The goal of Shelf Management is clear, to make the retailer more profitable.

Shelf Execution focuses on 2 areas of category management:

- Product selection
- Placement on shelf

LEVEL I - BASE PROGRAM INFORMATION ONLY

- New Item/Speed to Shelf
- Access to planograms via SVHarbor
- Access to cycle packets via SVHarbor
- Access to Nielsen Spectra Data
- Access to Executive Summaries via SVHarbor
- Minimal weekly fee

LEVEL II - FULL PROGRAM LEVEL I/BASE INFORMATION PLUS:

- Shelf Management Representative Support
- Home store cycle packet execution by dedicated Home store Representative
 - Category Updates
 - New item cut ins
- Full Store Reset - Grocery, Frozen, Dairy and GMHBC as needed every 3-4 years
- Minimum three year commitment required

Store # :		Maintained By : EAST	
			
Project # : MAINT	Activity Type :	Completed By :	Hours to Set :
Business Support Manager : M HIGH	Shelf Changes : No	Traffic flow : Left-right	Date Effective : 2/14/2017
Schematic Analyst : C PETERSON	Special Fixture : No	SKU COUNT : 63	Date Modified : 1/25/2017
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SHELF MANAGEMENT



WHY CHOOSE UNFI?

UNFI Shelf Execution offers a variety of flexible program models to fit your needs.

Information only – help support item assortment decisions and planogram flow.

Bi-weekly labor support updating new items and category updates.

Center store reset activity to keep you on pace with trends.

Services for stores of all sizes.

FAST FACTS

13.9%

growth for sparkling carbonated water in UNFI supplied retailers.

SHELF EXECUTION

LEVEL III - REFRESH PROGRAM

LEVEL I/Base information plus:

- Retailer Qualifications
 - Minimum three year commitment required
 - Retailer commits to New Item/Speed to Shelf of Tier 1 launches
- Counseling by Shelf Management Representative
- Limited 2-3 day full store refresh
 - Refresh executed once per year
 - Center Store refresh (Grocery, Frozen, Dairy and GMHBC)
 - All Center Store departments reset at same time
 - Shelf Management Representative led reset
 - 3rd Party Labor resource assisted
 - Refresh focus on optimizing item assortment
 - 1) New items
 - 2) Key items



SHELF MANAGEMENT

TESTIMONIAL

“ [Shelf Management] was an entirely new concept for our organization just one short year ago. Leveraging UNFI’s team of professionals, coupled with the robust functionality of JDA, has quickly propelled us from an organization with no formal [shelf management] process to an organization that rivals many best in class operators.

John and his team exemplify how a true partnership can be a win-win. Not only are we beginning to see positive results to our bottom line, our merchandising and store teams are viewing assortments through a more strategic and profit-oriented lens.

Had we decided to strike out on our own, our path to success would likely have taken multiple years with greater risk in order to achieve the benefits that we are already seeing today. ”

Rick Baranczyk
Skogen’s Festival Foods

SIGN UP FOR MORE INFORMATION

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

- Level I - Base Program
- Level II - Full Program
- Level III - Refresh Program

Store Name: _____ Store #: _____

Contact Name: _____ Phone: _____

Email Address: _____

Signature: _____

Contact

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