

Get Ready for Universal Coupons!

Are you an Early Adopter?

Early adopters are benefitting from high-value, differentiated offers from CPGs, giving them a **competitive advantage!** Learn more about what it takes to start accepting and redeeming the new digital Universal Coupon format (8112) with **no additional processing costs!**

Learn more about the new coupon format

The industry is transitioning to Universal Coupons, a new coupon standard that is

- **Serialized for digital & paper**
- **Instantly validated at your POS**
- **Distributed nationally on any platform**

Universal Coupons drive shoppers to your store, help to **prevent fraud, and work with your existing loyalty program** to engage your shoppers!

Visit The Coupon Bureau's [website](#) or scan the QR code to learn more:



6 Steps to Operational Readiness



1. Register with The Coupon Bureau. A no-cost licensing agreement may be required depending on your technical connectivity.



2. Get connected. Connect via your POS provider, an accelerator partner, or direct! Talk to us to discover the best path for you.



3. Update your store's coupon policy. Adjustments may need to be made to allow mobile coupon redemption.



4. Validate your clearing process. A simple test of your file exchange will ensure everything is working as it should.



5. Train your cashiers on Universal Coupons. Helpful materials are available from The Coupon Bureau or UNFI.



6. Engage your Marketing Team. Inform shoppers they can save money with Universal Coupons now accepted at your locations!

Have more questions? Use our [contact form](#) or email us at ProServices@UNFI.com