



Are You UpNext®?



Aaron May, UNFI Senior Manager, UpNext



Our Coast-to-Coast Reach: Committed to Your Success

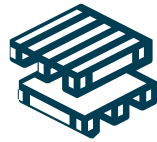
Connecting suppliers and retailers through our supply chain



~30B+
ANNUAL
NET SALES



~11,000
SUPPLIERS



~31M
SQ FT OF
WAREHOUSE SPACE



50+
DISTRIBUTION
CENTERS



2,200
TRUCKS



2,700
SALES + SUPPORT
ASSOCIATES



250,000
UNIQUE PRODUCT SKUS



What Do Distributors Provide?



**Product
Distribution**



**Logistics
Solutions**



**Customer
Network**



Data



**Sales
Team**



What is UpNext?

UpNext is the premier accelerator program for category disruptive, innovative and emerging brands launching into distribution. We seek suppliers positioned to scale thoughtfully and partner meaningfully with UNFI.

UpNext provides education, resources, and mentorship to help our suppliers thrive. We lay the groundwork for successful, long-term partnerships so we can win together.



Onboarding Criteria

What Are We Looking For?

Retailer Commitments:

Firm commitments from retailers that UNFI actively services. We cannot generate product codes without a customer commitment.

Growth:

Do you have a solid plan to facilitate growth to UNFI's customers?

Marketing Commitments:

Are you prepared to invest in marketing?

Communication:

Strong partners that facilitate open lines of communication.

Things to Consider

Do You Have a Broker or a Sales Team?

Understanding Your Competitors:

Who is in your marketplace?
What resources are required to maintain that position?

Service Level:

Can you ramp up?

Transportation & Freight Needs:

FOB, VSP, Cross-dock

How Will the Brand Be Financed as It Grows?



Application Process

- UpNext reviews applications monthly
- All applications are reviewed by an UpNext Supplier Development Manager (SDM)
- If selected to advance to the next round, the UpNext team will interview the brand
- Upon the completion of the interviews, the team votes and decides if the brand is:
 - UpNext
 - Pre-Partner
 - Re-apply
 - No
- For those selected for UpNext or a pre-partner, they will be assigned an SDM that will be their partner and mentor



Benefits of UpNext



SDM: Expert and Advocate

High touch partnership with dedicated Supplier Development Manager (SDM)

Regular touch bases to help guide your brand to success

Education on processes and opportunities to grow

Retailer exposure as part of UpNext brand portfolio



Marketing & Fees

Simplified Supplier Approach (SSA), including Insights™, for an UpNext rate of 1% of purchases

UpNext specific marketing programs

Discounted showcase participation

2025 UpNext Rate Sheet



Events

Pitch Slams at our showcases

Unique sales opportunities

Bootcamp trainings with UNFI and industry experts

Virtual sessions with UNFI and industry experts to empower you within the UpNext community

Marketing Opportunities

Publications & tools to connect our brands

UNFI Insights™

- Equips brands with interactive sales and inventory dashboards
- Advanced analytics give you an edge to expand distribution, grow category sales, build efficiencies and reduce waste

UNFI Regional SPARK Shows, Showcases & Pitch Slams

- UpNext brands display together to draw customers eager to see emerging, diverse and sustainably focused suppliers
- Immensely popular Pitch Slam events at each show to highlight brands

Discover What's Next

- Brand announcement to our sales team showcasing our new UpNext Brands
- Includes key selling points and brand story

2024 San Diego UpNext Pitch Slam



UpNext Requirements

- Partnership kick-off meeting to establish goals and future graduation date two years after your first PO is received
- Consistent communication and willingness to learn UNFI through UpNext program
- Promotion and Marketing participation
- 90-day notice on any changes impacting business through UNFI (pack, price, warehouse, etc.)
- On time PO deliveries to maintain high service level to retailers
- Upon graduation, suppliers are moved from UpNext to Broadline and will be paired with a category-specific Supplier Relationship Manager (SRM)



Graduated Suppliers



MID-DAY SQUARES™

OAT HAUS



CRAÏZE®

**VISTA
HERMOSA**



OLIPO®

**HOP
WTR**



JAJU™
PIEROGI

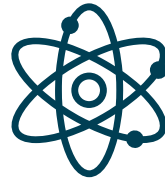
BETTER with BUCKWHEAT

Why Partner with UNFI?

Empowering Your Business with Scale, Insight, and Innovation

Diversified Network

Offer a wide range of products and services at scale



Data & Insights

Trend analysis, category management & strategic promotions



Expert Support

Dedicated teams in sales, procurement, merchandising & category management



Climate Action Partnership

Tools and resources available for our suppliers and partners to innovate and scale climate solutions



For more information on how you can partner with us reach out:

- David Chavez, VP of Market Development
dchavez@unfi.com
- Philip Silvestri, Director of Market Development
psilvestri@unfi.com
- Peter Langevin, Director of Market Development
peter.langevin@unfi.com



Thank You

Questions? Reach out at UNFIUpNext@unfi.com



unfi.com

©2025 UNFI