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UNFI releases 2023 Customer Selling Show schedule

United Natural Foods Inc. shared its 2023 customer events schedule, a five-event series throughout the United States where the company expects to host over 10,000 customer attendees as they interact with thousands of brands showcasing a wide-ranging, innovative product assortment that motivates today's shoppers.

At UNFI events, retailers are offered a unique opportunity to engage face-to-face with suppliers to identify new and on-trend products, source the best deals, and work to make their merchandising plans as impactful as possible. While at the UNFI selling shows, retailers can access hundreds of Monster Buys, exclusive UNFI deals on many of the most popular consumer products covering nearly every store category, as well as participate in a variety of educational seminars, UNFI's Master Marketer Awards and the Pitch Slam competition, presented by UNFI UpNext, which gives the latest emerging brands an opportunity to introduce themselves to retailers through a fun elevator pitch style competition.

"In 2022, UNFI was excited to return to in-person selling shows as they offer an opportunity for our retailer customers of all sizes and formats to tap into our scale, insights, and innovative offerings to deliver a differentiated value proposition to help their business grow and thrive," said Steve Dietz, chief customer officer at UNFI. "Our 2023 slate of events will once again give our retail customers an opportunity to network with industry peers, connect with hundreds of suppliers, and work with their UNFI account manager who seeks to understand their unique needs and proactively bring strategic recommendations to the table."

The 2023 UNFI selling show schedule includes the following events:

- Natural and Conventional Spring Summer Selling Show Feb. 7-8, 2023, at the Loews Royal Pacific Resort at Universal Orlando in Orlando, FL.
- Natural Holiday Selling Show June 7-8, 2023, at the Mohegan Sun Resort & Casino in Montville, CT.
- Conventional Winter Selling Show Aug. 8-9, 2023, at the Minneapolis Convention Center in Minneapolis.
- Fresh Specialty Selling Show on Aug. 23, 2023, at the Fort Mason Festival Pavilion in San Francisco.
- Natural Winter Selling Show Sept. 27-28, 2023, at the Mandalay Bay Resort and Casino in Las Vegas.