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**UNFI wraps first selling show in San Diego**

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United Natural Foods Inc. concluded its first comprehensive product and solution regional selling show last week, reinforcing its customer- and supplier-focused strategy. The show featured UNFI's complete range of natural, conventional, fresh and organic products and total store solutions, all focused on supporting UNFI's western region customers.

The two-day event brought together more than 5,500 attendees, representing hundreds of UNFI customers, and connected them with UNFI's extensive network of suppliers offering a comprehensive product assortment, spanning grocery, fresh, natural, organic, and specialty departments. The show also featured UNFI's Professional Services, which is focused on driving growth and efficiency for retailers.

"We are excited to showcase our wall-to-wall representation of natural, organic, fresh and conventional products," said Steve Dietz, UNFI's chief customer officer. "We're helping our suppliers expand their product reach while helping our retailers access more of the right products for their markets, at competitive prices. Our suppliers and products span from top-selling national brands to local one-of-a-kind innovators, and are ready to connect with our retailers, whether single store operators, small local chains, larger regional chains or national accounts. Our professional services team and vendors are on-site as well, to help retailers save money."

"It was great to see the full range of products and services that UNFI offers all in one show," said Ryan White, program category manager at New Seasons Market. "We appreciate the way they partner with us and help us identify new trends and bring us new products, assist in supplier negotiations, and source great deals. They are key to our continued growth and success."

UNFI's 2024 Spring and Summer show is scheduled for Feb. 20-21 in Orlando, FL. The company's Holiday and Winter shows are scheduled for June 5-6 in Uncasville, CT, and Aug. 6-7 in Minneapolis, respectively.

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