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UNFI show features innovative products, programs and services

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United Natural Foods Inc. just concluded its second successful 2024 Winter and Holiday Selling Show, where it highlighted a wide range of innovative products, programs and services aimed at helping food retailers drive profitable growth during the upcoming holiday season.



Nearly 2,100 customers visited more than 800 exhibitors, featuring 1,500 brands, during the two-day event. Customers experienced UNFI's portfolio of differentiated and competitively priced products, and value-added services, designed to help them create compelling shopping experiences and grow their businesses. The show also featured 50 suppliers from the company's new product and diverse supplier showcases, as well as more than 70 suppliers offering show-exclusive Monster Buys on over 1,700 products.

"Our annual shows bring together our connected community of retailers and suppliers to experience a full range of opportunities to grow their businesses," said UNFI Chief Customer Officer Steve Dietz. "The deals offered cross all categories, our Monster Buys, which are exclusive to customers who attend the show, and our new UNFI Media Network, are great examples of how UNFI is helping both our retailers and suppliers win in their markets."

The show's main stage opening included a presentation on the company's recently launched UNFI Media Network, powered by Swiftly. Attendance was strong, as retail media networks have shown to be highly precise and effective advertising platforms for both suppliers and retailers, and consumers have shown willingness to embrace these new platforms. Delivered by Matt Eckhouse, UNFI president of professional services, and Sean Turner, Swiftly co-founder and chief innovation officer,

the presentation centered on how retailers can best take advantage of UMN to benefit their customers.

UNFI Pitch Slam Contest

One of the most anticipated sessions at every UNFI show is the company's unique Pitch Slam competition, where emerging brands pitch their innovative new products to a live audience. Five contestants competed in the Minneapolis Pitch Slam competition and the winner was Like Air , a family-run business that makes better-for-you snacks that do not compromise taste. For winning the Pitch Slam, Like Air will receive a complimentary campaign on UMN later this year.

UNFI will next host its 2025 Spring and Summer show in San Diego Jan 21-23.

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