



Partner with National Co+op Grocers

Get your products in front of the industry's most committed health and wellness consumers

We represent 159 community-owned and operated food co-ops with nearly 230 retail locations with 1.3 million committed members invested in their success nationwide.

As UNFI's second-largest natural and organic customer and third-largest customer overall, with over \$2.5 billion in annual sales, we are a well-established and trusted industry partner.

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Drive volume and build loyalty with Co+op Deals

Co+op Deals is NCG's flagship promotional program and one of the largest in the natural products industry, proven to deliver value, encourage brand loyalty and introduce your products to new customers.

Benefits

- Over 360,000 print and digital flyer views each month
- 6 annual coupon events
- 1 point of introduction for nearly 230 retail outlets
- On average, more than 20% of a brand's NCG sales are driven by Co+op Deals
- 7% average increase in revenue when you participate in Co+op Deals
- Multiple size and premium ad space opportunities



Get your products on more shelves, faster

Our Core Sets Program allows you to introduce new products to our member co-ops in just one stop.

NCG is in business to make a better world

NCG advocates nationally for cooperative business, inclusive economies, racial equity, food justice, local food and farming, organic certification, climate action, environmental responsibility and engaged citizens and vibrant communities. We are a founding member of the [Climate Collaborative](#), urging industry leaders to take the reins and reverse climate change. NCG is proud to be a [Certified B Corp](#).

Contacts

Category	Category Manager	Associate Category Manager
Frozen Foods, Refrigerated Meats, Bread and Baked Goods	Jeanette Bloss jeanette.bloss@ncg.coop (612) 343.2929	Lisa DeMaria lisa.demaria@ncg.coop (612) 343.2912
Main Meal, Baking, Nut Butters, Jams/Jellies, Baby	Claudia Crowder claudia.crowder@ncg.coop (612) 343.2973	Lisa DeMaria lisa.demaria@ncg.coop (612) 343.2912
Cold Cereal, Hot Cereal, Wellness Bars, Granola Bars, Fruit Snacks, Non-food, Shelf Stable Beverages	Sarah Gordon sarah.gordon@ncg.coop (612) 343.2971	Niki Nash niki.nash@ncg.coop (612) 343.2910
Refrigerated Foods and Cheese	Brian Larson brian.larson@ncg.coop (612) 343.2932	Niki Nash niki.nash@ncg.coop (612) 343.2910
Supplements, Body Care, Lifestyle	Morgan Organ morgan.organ@ncg.coop (612) 343.2920	Jess Saunders jess.saunders@ncg.coop (612) 343.2911
Snacks, Candy, Cookies, Crackers, Packaged Fruits and Nuts, Coffee and Tea, Bulk	Donna Schlaufman donna.schlaufman@ncg.coop (612) 343.2872	Berhe Tesfahun berhe.tesfahun@ncg.coop (612) 343.2989