



## 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.

# Partner with National Co+op Grocers

## 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	
Supplements, Body Care, Lifestyle	Morgan Organ morgan.organ@nccg.coop (612) 343.2920	Niki Nash niki.nash@nccg.coop (612) 343.2910	
Refrigerated Foods (excluding Refrigerated Meats)	Brian Larson brian.larson@nccg.coop (612) 343.2932	Shawanda Kinsey shawanda.kinsey@nccg.coop (612) 343.2913	
Snacks, Salsas/Dips, Jerky & Meat Snacks, Packaged Nuts/Fruit/Trail Mix, Bulk	Claudia Arcuri-Smith claudia.arcuri-smith@nccg.coop (612) 343.2973	Jess Saunders jess.saunders@nccg.coop (612) 343.2911	
Main Meal, Nut Butters, Jams/Jellies	Lisa DeMaria lisa.demaria@nccg.coop (612)343.2912	Berhe Tesfahun berhe.tesfahun@nccg.coop (612) 343.2989	
Candy, Coffee, Tea, Cookies, Crackers	Claudia Arcuri-Smith claudia.arcuri-smith@nccg.coop (612) 343.2973	Berhe Tesfahun berhe.tesfahun@nccg.coop (612) 343.2989	
Baking, Breakfast, Baby, Non-Food, Pet	Sarah Gordon sarah.gordon@nccg.coop (612) 343.2971	Niki Nash niki.nash@nccg.coop (612) 343.2910	Shawanda Kinsey shawanda.kinsey@nccg.coop (612) 343.2913
Frozen Foods, Refrigerated Meats, Bread & Baked Goods, Shelf-stable Beverages	Jeanette Bloss jeanette.bloss@nccg.coop (612) 343.2929	Jess Saunders jess.saunders@nccg.coop (612) 343.2911	