



## Partner with National Co+op Grocers

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

We represent 168 community-owned and operated food co-ops with nearly 235 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 235 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, Bread & Baked Goods, Shelf-Stable Beverages	Jeanette Bloss jeanette.bloss@nccg.coop (612) 479.9504	Jess Saunders jess.saunders@nccg.coop (612) 343.2911	
Snacks, Salsa/Dips, Coffee & Tea, Bulk	Lauren Bartel lauren.bartel@nccg.coop (612) 343.2983	Berhe Tesfahun berhe.tesfahun@nccg.coop (612) 343.2989	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	
Supplements, Body Care, Lifestyle	Morgan Organ morgan.organ@nccg.coop (612) 343.2920	Robin Davis robin.davis@nccg.coop (612) 343-2935	
Refrigerated Foods (excluding Refrigerated Meats)	Niki Nash niki.nash@nccg.coop (612) 343.2910	Shawanda Kinsey shawanda.kinsey@nccg.coop (612) 343.2913	
Baking, Breakfast, Baby, Non-Food, Pet	Sarah Gordon sarah.gordon@nccg.coop (612) 343.2971	Shawanda Kinsey shawanda.kinsey@nccg.coop (612) 343.2913	Robin Davis robin.davis@nccg.coop (612) 343-2935
Refrigerated Meats & Seafood	Chris Dick - Supplier Programs chris.dick@nccg.coop (612) 240.0944		