



Natural Category Insights

June 2023

Category status based on average outbound service level of overall category :

● 0% - 74%

● 75% - 84%

● 85% - 100%

Category Status	Category	Updates	Expected Recovery to UNFI
●	BABY AND TODDLER FOOD	Earth's Best: Formula is on allocation	Sept 23
		Happy Baby: Material Constraints; full recovery expected in June	Jun-23
		Once Upon A Farm: Service Level Challenges not expected	
●	BEVERAGES: SOFT DRINKS AND MIXERS	Zevia: Ongoing pack change causing PO delays	Jul-23
		Fever-Tree: Service Level Challenges not expected	
		Olipop: Service Level Challenges not expected	
●	CEREAL READY TO EAT	Cascadian Farm: Bagged Cereals are changing to new packaging	Jun-23
		Nature's Path: System Delays caused backlog and production constraints	Jul-23
		Purely Elizabeth: Service Level Challenges not expected	
●	COOKIES	Simple Mills: Service level challenges not expected	
		Annie's Homegrown: Pack Change	Jun-23
		Tate's Bake Shop: Seasonal flags updated, PO's have been placed	Jun-23
●	ASIAN	San-J: Service Level Challenges not expected	
		Thai Kitchen: Service Level Challenges not expected	
		Huy Fong: Raw material shortage	TBD



Natural Category Insights

June 2023

Category status based on average outbound service level of overall category :

● 0% - 74%

● 75% - 84%

● 85% - 100%

Category Status	Category	Updates	Expected Recovery to UNFI
●	TEA	Traditional Medicinals: refined item maintenance to improve PO efficiency	Jul-23
		Yogi: Service level challenges not expected	
		Bigelow Tea: Service level challenges not expected	
●	PEANUT BUTTER AND PRESERVES	Bonne Maman: carrier delays causing short term oos	Jun-23
		Crofters: Service level challenges not expected	
		Justin's: Service level challenges not expected	
●	DRY BAKING	Simple Mills: Service level challenges not expected	
		King Arthur Baking Company: Service level challenges not expected	
		Bob's Red Mill: Service level challenges not expected	
●	CONDIMENTS	Bubbies: Service level challenges not expected	
		Primal Kitchen: Service level challenges not expected	
		Grillo's Pickles: Service level challenges not expected	
●	CANDY: SPECIALTY	Chocolove: Service level challenges not expected	
		Tony's Chocolonely: Challenges were from increased demand	
		Hu: Challenges were from delays in Gems, Crackers	



Natural Category Insights

June 2023

Category status based on average outbound service level of overall category :

0% - 74%

75% - 84%

85% - 100%

Category Status	Category	Updates	Expected Recovery to UNFI
	FROZEN PREPARED FOODS	Saffron Road: Service level challenges not expected	
		Gardein: Service level challenges not expected	
		Amy's: Service level challenges not expected	
	ICE CREAM	Jeni's: Demand outpacing forecast	Jun-23
		Ben & Jerry's: Service level challenges not expected	
		Talenti Gelato E Sorbetto: Service level challenges not expected	
	NUTRITIONAL CONVENIENCE: SINGLE-SERVE BARS AND SNACKS	Rxbar: Packaging delay's	Jun-23
		Gomacro: Service level challenges not expected	
		Clif Bar: Service level challenges not expected	
	SALTY SNACKS: RTE (MULTI SERVE & MULTIPACK)	Siete: now shipping in full but supplier lead time caused PO Delay's	Jun-23
		Lesser Evil: Service level challenges not expected	
		Kettle Brand: Service level challenges not expected	
	CRACKERS	Mary's Gone Crackers: Service level challenges not expected	
		Simple Mills: Service level challenges not expected	
		Annie's Homegrown: Service level challenges not expected	



Natural Category Insights

June 2023

Category status based on average outbound service level of overall category :

● 0% - 74%

● 75% - 84%

● 85% - 100%

Category Status	Category	Updates	Expected Recovery to UNFI
●	FROZEN BREAD DOUGH PASTA	Rudi's Organic Bakery: Bagels remain unavailable - 3 skus	Jul-23
		Canyon Bakehouse: Service level challenges not expected	
		Food For Life: Service level challenges not expected	
●	ALTERNATIVE SALTY SNACKS	Epic: Increased demand exceeding supplier forecast, supplier realigning fulfillment centers to increase fill rate	Jul-23
		Lundberg Family Farms: Service level challenges not expected	
		Wonderful Pistachios: Service level challenges not expected	
●	REFRIGERATED JUICES AND DRINKS	Uncle Matt's Organic: Service level challenges not expected	
		Olipop: Service level challenges not expected	
		Gts: Service level challenges not expected	
●	YOGURT	Siggi's: Service level challenges not expected	
		Chobani: Service level challenges not expected	
		Stonyfield Organic: Service level challenges not expected	
●	DRY RICE BEANS GRAINS	Bob's Red Mill: Service level challenges not expected	
		Near East: Service level challenges not expected	
		Lundberg Family Farms: Service level challenges not expected	



Natural Category Insights

June 2023

Category status based on average outbound service level of overall category :

0% - 74%

75% - 84%

85% - 100%

Category Status	Category	Updates	Expected Recovery to UNFI
	CHEESE	Daiya Foods Inc: Service level challenges not expected	
		Organic Valley: Service level challenges not expected	
		Violife: Service level challenges not expected	
	BOTTLED WATER	Mountain Valley Spring: Service level challenges not expected	
		Waterloo: Service level challenges not expected	
		Lacroix: Service level challenges not expected	
	OILS AND SHORTENING	Spectrum Naturals: Service level challenges not expected	
		Lucini Italia: Service level challenges not expected	
		California Olive Ranch: Service level challenges not expected	
	MILK	Horizon Organic Dairy: Service level challenges not expected	
		Califia Farms: Organic Milks (almond and oat) demand greater than anticipated.	Jun-23
		Organic Valley: Service level challenges not expected	
	SOUP	Kettle And Fire: Service level challenges not expected	
		Amy's: Service level challenges not expected	
		Pacific Foods: Service level challenges not expected	