

Natural Category Insights

May 2023

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

● 0% - 70%

● 71% - 80%

● 81% - 100%

Category Status	Category	Updates	Expected Recovery to UNFI
●	CANDY: SPECIALTY	Chocolove: New production line up and running	May-23
●	CEREAL READY TO EAT	Nature's Path: Company wide system failure delayed recovery expectations. System is back on line, but shutdown created backlog that is further challenging their production constraints.	Jun23
●	BEVERAGES: SOFT DRINKS AND MIXERS	Zevia: Service Level Challenges not expected	
●	COOKIES	Tate's Bake Shop: LTOOS on certain items	May-23
●	CRACKERS	Mary's Gone Crackers: Inventory is recovering week over week	May-23
●	NUTRITIONAL CONVENIENCE: SINGLE-SERVE BARS AND SNACKS	Rxbar: Service Level Challenges not expected	
●	SALTY SNACKS: RTE (MULTI SERVE & MULTIPACK)	Siete: Service Level Challenges not expected	
●	ALTERNATIVE SALTY SNACKS	Epic: Service Level Challenges not expected	
●		Lundberg Family Farms: Service Level Challenges not expected	
●		Wonderful Pistachios: Supplier is not having any challenges	
●	ASIAN	San-J: Service Level Challenges not expected	

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●	ASIAN(Continued)	Thai Kitchen: Service Level Challenges not expected	
●		Gimme Seaweed Snacks: Service Level Challenges not expected	
●	BEVERAGES: SOFT DRINKS AND MIXERS	Olipop: Service Level Challenges not expected	
●		Fever-Tree: Service Level Challenges not expected	
●	BOTTLED WATER	Waterloo: Service Level Challenges not expected	
●		Mountain Valley Spring: Service Level Challenges not expected	
●		Lacroix: Service Level Challenges not expected	
●	CANDY: SPECIALTY	Lilys: Service Level Challenges not expected	
●		Hu: Service Level Challenges not expected	
●	CEREAL READY TO EAT	Cascadian Farm: Upcoming package change	

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●	CEREAL READY TO EAT(Continued)	Purely Elizabeth: Service Level Challenges not expected	
●	CHEESE	Violife: Service Level Challenges not expected	
●		Daiya Foods Inc: Service Level Challenges not expected	
●		Organic Valley: Service Level Challenges not expected	
●	CONDIMENTS	Primal Kitchen: Service Level Challenges not expected	
●		Bubbies: Service Level Challenges not expected	
●		Cholula: Service Level Challenges not expected	
●	COOKIES	Annie's Homegrown: Service Level Challenges not expected	
●		Simple Mills: Service Level Challenges not expected	
●	CRACKERS	Back To Nature: Service Level Challenges not expected	May-23

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●	CRACKERS(Continued)	Simple Mills: Service Level Challenges not expected	
●	DRY BAKING	King Arthur Baking Company: Service Level Challenges not expected	
●		Bob's Red Mill: Service Level Challenges not expected	
●		Enjoy Life: Service Level Challenges not expected	
●	DRY RICE BEANS GRAINS	Bob's Red Mill: Service Level Challenges not expected	
●		Lundberg Family Farms: Service Level Challenges not expected	
●		Rice Select: Service Level Challenges not expected	
●	EGGS	Organic Valley: Service Level Challenges not expected	Jul-23
●		Helpful Hens: if calm AI season, July is full recovery for eggs	Jul-23
●		Vital Farms: if calm AI season, July is full recovery for eggs	Jul-23

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	EGGS(Continued)	Alfresco Eggs: if calm AI season, July is full recovery for eggs	Jul-23
		Pete & Gerry's: if calm AI season, July is full recovery for eggs	Jul-23
	FROZEN BREAD DOUGH PASTA	Siete: Service Level Challenges not expected	
		Food For Life: Service Level Challenges not expected	
		Canyon Bakehouse: Service Level Challenges not expected	
	FROZEN PREPARED FOODS	Amy's: Service Level Challenges not expected	
		Saffron Road: Service Level Challenges not expected	
		Gardein: Service Level Challenges not expected	
	ICE CREAM	Alden's Organic: Service Level Challenges not expected	
		Ben & Jerry's: Service Level Challenges not expected	

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●	ICE CREAM(Continued)	Talenti Gelato E Sorbetto: Service Level Challenges not expected	
●	MILK	Califia Farms: Service Level Challenges not expected	
●		Organic Valley: Service Level Challenges not expected	
●		Oatly: Service Level Challenges not expected	
●	NUTRITIONAL CONVENIENCE: SINGLE-SERVE BARS AND SNACKS	Kind: Service Level Challenges not expected	
●		Gomacro: Service Level Challenges not expected	
●	OILS AND SHORTENING	Lucini Italia: Service Level Challenges not expected	
●		Spectrum Naturals: Service Level Challenges not expected	
●		California Olive Ranch: Service Level Challenges not expected	
●	PASTA SAUCE	Cucina Antica: Service Level Challenges not expected	

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●	PASTA SAUCE(Continued)	Rao's: Service Level Challenges not expected	
●		Michael's Of Brooklyn: Service Level Challenges not expected	
●	REFRIGERATED JUICES AND DRINKS	Evolution Fresh: Service Level Challenges not expected	
●		Harmless Harvest: Service Level Challenges not expected	
●		Gts: Service Level Challenges not expected	
●	SALTY SNACKS: RTE (MULTI SERVE & MULTIPACK)	Kettle Brand: Service Level Challenges not expected	
●		Late July Snacks: Service Level Challenges not expected	
●	SOUP	Kettle And Fire: Inventory challenges caused by packaging delays, production constraints, and unprecedented brand growth.	May-23
●		Pacific Foods: Service Level Challenges not expected	
●		Amy's: Service Level Challenges not expected	



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	TEA	Traditional Medicinals: Demand and packaging challenges	
		Yogi: Service Level Challenges not expected	
		Bigelow Tea: Service Level Challenges not expected	
	YOGURT	Siggi's: Service Level Challenges not expected	
		Stonyfield Organic: Service Level Challenges not expected	
		Chobani: Service Level Challenges not expected	