



**UNITED NATURAL FOODS, INC.
2018 ANNUAL MEETING OF STOCKHOLDERS**

ONLINE MEETING GUIDELINES AND RULES OF CONDUCT

We welcome you to the 2018 Annual Meeting of Stockholders of United Natural Foods, Inc. (“UNFI”). We are holding the meeting online to enable more of our stockholders to attend and to realize efficiencies from dispensing with an in-person meeting that was not well attended. The online meeting is designed to enable stockholders who attend to have the same rights and opportunities to participate as if the meeting were an in-person meeting. We have developed these guidelines and rules to promote meaningful stockholder participation and in the interest of having a fair, informative, orderly, and constructive meeting that is more widely available to all of our stockholders, including those who are not able or do not desire to attend in-person.

Attending the Meeting

The meeting will be held online at 4:00 p.m. Eastern Time on Tuesday, December 18, 2018. If you were a stockholder as of the record date (October 23, 2018) and would like to attend the meeting, please access the meeting portal at the web address below thirty minutes prior to the meeting (3:30 p.m.) and login by entering the 16-digit control number previously sent to you.

Meeting Portal Web Address:

www.vituralshareholdermeeting.com/UNFI2018

Participating in the Meeting

- (1) If you were a stockholder as of the record date (October 23, 2018), we encourage you to ask questions prior to and during the meeting by submitting written questions in the designated section of the annual meeting portal. The meeting portal will be available to receive your questions that you desire to be submitted during the meeting starting December 11, 2018 and will be received up until the end of the question and answer portion of the meeting.
- (2) When asking a question, whether in advance or during the live meeting, please identify yourself by your name and organization and indicate your status as a stockholder.
- (3) Questions will be directed to the meeting chairperson. We will direct questions in the form they were submitted unless a question contains profanity or derogatory references, relates to personal grievances, substantially repeats statements made by other stockholders, is unduly prolonged, or is not relevant to the business or operations of UNFI.
- (4) In order to ensure that as many stockholders as possible are able to ask questions during the meeting, each stockholder will be permitted no more than one question or comment.



- (5) The questions and comments of all stockholders are welcome, but the meeting is not to be used as a forum to present general economic, political or other views that are not directly related to the business or operations of UNFI.
- (6) During the question and answer portion of the meeting, we will answer questions as they are submitted online during the meeting and also will address those that are submitted in advance of the meeting through the meeting portal, in both cases as time permits. You may also submit questions in advance of the meeting by visiting www.proxyvote.com, entering your control number and submitting a question through the “Submit a Question for Management” option.
- (7) Answers to all questions, including those that cannot be answered during the meeting due to time constraints, will be posted online at our Investor Relations website as soon as practicable after the meeting, except answers to those questions determined to be irrelevant or inappropriate.

Agenda

The business of the meeting will follow the order shown on the agenda. The only matters to be presented for a vote at the meeting are the proposals set forth in the proxy statement previously sent to you.

Voting at the Meeting

If you were a stockholder as of the record date (October 23, 2018), we encourage you to vote in advance of the meeting. If you have already voted by proxy, there is no need to vote at the meeting unless you wish to change your vote. You may vote or change your prior vote through the web portal during the online meeting until the meeting chairperson has announced that the polls have closed. No further voting will be permitted after the closing of the polls.

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Thank you for participating in the 2018 Annual Meeting of Stockholders!