

---

SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

SCHEDULE 13D

Under the Securities Exchange Act of 1934

**UNIFIRST CORP**

(Name of Issuer)

**Common Stock**

(Title of Class of Securities)

**904708104**

(CUSIP Number)

**Meagan Snyder, CCO  
462 South 4th Street, Suite 2000,  
Louisville, KY, 40202  
5023714118**

(Name, Address and Telephone Number of Person Authorized to Receive Notices and Communications)

**11/14/2025**

(Date of Event Which Requires Filing of This Statement)

If the filing person has previously filed a statement on Schedule 13G to report the acquisition that is the subject of this Schedule 13D, and is filing this schedule because of §§ 240.13d-1(e), 240.13d-1(f) or 240.13d-1(g), check the following box.

The information required on the remainder of this cover page shall not be deemed to be "filed" for the purpose of Section 18 of the Securities Exchange Act of 1934 ("Act") or otherwise subject to the liabilities of that section of the Act but shall be subject to all other provisions of the Act (however, see the Notes).

---

SCHEDULE 13D

CUSIP No. 904708104

Name of reporting person

1 River Road Asset Management, LLC

Check the appropriate box if a member of a Group (See Instructions)

2  (a)  
 (b)

3 SEC use only  
Source of funds (See Instructions)

4  
OO  
Check if disclosure of legal proceedings is required pursuant to Items 2(d) or 2(e)

5

6  
Citizenship or place of organization  
DELAWARE

7  
Sole Voting Power

Number of Shares Beneficially Owned by Each Reporting Person With:

8  
763,959.00  
Shared Voting Power

9  
0.00  
Sole Dispositive Power

10  
881,303.00  
Shared Dispositive Power

11  
0.00  
Aggregate amount beneficially owned by each reporting person

12  
881,303.00  
Check if the aggregate amount in Row (11) excludes certain shares (See Instructions)

13

14  
Percent of class represented by amount in Row (11)  
6.1 %  
Type of Reporting Person (See Instructions)  
IA

## SCHEDULE 13D

### Item 1. Security and Issuer

Title of Class of Securities:

(a) Common Stock

Name of Issuer:

(b) UNIFIRST CORP

Address of Issuer's Principal Executive Offices:

(c) 68 JONSPIN RD, WILMINGTON, MASSACHUSETTS , 01887.

### Item 2. Identity and Background

(a) River Road Asset Management, LLC (RRAM or the Filer)

(b) 462 South Fourth Street, Suite 2000, Louisville, KY 40202

(c) RRAM is a Securities and Exchange Commission registered investment advisor. The name, business address, business activity and present principal occupation or employment of each executive officer and director of the Filer are set forth in Annex A, which is incorporated herein by reference.

(d) During the last five years, none of the Filer, or the persons listed in Annex A, have been convicted in a criminal proceeding (excluding traffic violations or similar misdemeanors).

(e) During the last five years, none of the Filer, or the persons listed in Annex A, were a party to a civil proceeding of a judicial or administrative body of competent jurisdiction and as a result of such proceeding was or is subject to a judgment, decree or final order enjoining future violations of, or prohibiting or mandating activities subject to, federal or state securities laws or finding any violation with respect to such laws.

(f) RRAM is organized under the laws of Delaware. The citizenship of each executive officer and director of the Filer who is a natural person is set forth in Annex A hereto, which is incorporated herein by reference.

Item 3. Source and Amount of Funds or Other Consideration

The source of funds used in purchasing the Stock of the Issuer is RRAM client funds for which RRAM acts as investment advisor pursuant to an investment advisory agreement between each RRAM client and RRAM. The amount of funds used in purchasing the Stock of the Issuer is \$134,947,269.25.

Item 4. Purpose of Transaction

The Stock was acquired for investment purposes in the ordinary course of business. As such, the Filer may purchase, hold, vote, trade, dispose, sell or otherwise deal the Stock for the benefit of its clients depending on changes in the per share price of the Stock, or related to changes in the Issuer's operations, management structure, business strategy, future acquisitions, growth prospects, liquidity, capital allocation, including use of leverage, or from the sale or merger of the Issuer. The Filer may discuss such matters, and specifically may discuss board of director nominees and may suggest potential board of director nominees, with the Issuer's management or directors, other shareholders, existing or potential strategic partners or competitors, investment and finance professionals, and other investors. Such analysis and discussions may result in the Filer materially modifying their ownership of the Stock. The Filer may also exchange information with the Issuer pursuant to confidentiality or similar agreements, propose changes in its operations, governance, capitalization, or propose one or more of the actions described in sections (a) through (j) of Item 4 of Schedule 13D, all in order to enhance shareholder value. The Filer does not intend to seek control of the Issuer or participate in the day-to-day management of the Issuer.

Item 5. Interest in Securities of the Issuer

(a) Based on 14,565,659 shares of Common Stock of the Issuer outstanding as of October 22, 2025, the Filer, or the persons listed in Annex A, may be deemed to beneficially own 881,303, or 6.1%, of the Issuer's outstanding shares of Common Stock.

(b) The Filer, or the persons listed in Annex A, have the sole power to vote or direct the vote of 763,959 shares of the Stock and to dispose or direct the disposition of 881,303 shares of the Stock that the Filers may be deemed to beneficially own.

(c) The Filer effected the following transactions in the Stock in open market transactions on the dates indicated, and such transactions are the only transactions in the Stock by the Filer during the sixty days prior to and including November 14, 2025 (date range: September 15, 2025 through November 14, 2025): (1) Name (2) Date (3) Number of Shares of Common Stock (4) Price per Share of Common Stock (5) How Transacted - Sell or Buy Where Transacted RRAM 9/15/2025 479 172.03 Buy RRAM Principal Place of Business RRAM 9/29/2025 369 166.57 Buy RRAM Principal Place of Business RRAM 10/6/2025 3,773 170.30 Buy RRAM Principal Place of Business RRAM 10/10/2025 553 157.38 Sell RRAM Principal Place of Business RRAM 10/13/2025 636 158.54 Buy RRAM Principal Place of Business RRAM 10/14/2025 21,630 162.27 Buy RRAM Principal Place of Business RRAM 10/14/2025 30 162.27 Buy RRAM Principal Place of Business RRAM 10/14/2025 13 161.93 Buy RRAM Principal Place of Business RRAM 10/14/2025 13 161.93 Buy RRAM Principal Place of Business RRAM 10/14/2025 13 161.93 Buy RRAM Principal Place of Business RRAM 10/14/2025 19,020 162.27 Buy RRAM Principal Place of Business RRAM 10/14/2025 361 162.76 Buy RRAM Principal Place of Business RRAM 10/16/2025 82 162.00 Buy RRAM Principal Place of Business RRAM 10/16/2025 2,139 162.89 Buy RRAM Principal Place of Business RRAM 10/16/2025 472 162.62 Buy RRAM Principal Place of Business RRAM 10/16/2025 264 162.00 Buy RRAM Principal Place of Business RRAM 10/16/2025 19 162.89 Buy RRAM Principal Place of Business RRAM 10/16/2025 142 162.00 Buy RRAM Principal Place of Business RRAM 10/16/2025 189 162.89 Buy RRAM Principal Place of Business RRAM 10/16/2025 8,113 162.89 Buy RRAM Principal Place of Business RRAM 10/16/2025 26 162.00 Buy RRAM Principal Place of Business RRAM 10/16/2025 892 162.89 Buy RRAM Principal Place of Business RRAM 10/16/2025 92 162.00 Buy RRAM Principal Place of Business RRAM 10/16/2025 114 162.89 Buy RRAM Principal Place of Business RRAM 10/16/2025 103 162.00 Buy RRAM Principal Place of Business RRAM 10/16/2025 842 162.89 Buy RRAM Principal Place of Business RRAM 10/16/2025 23 162.62 Buy RRAM Principal Place of Business RRAM 10/16/2025 99 162.00 Buy RRAM Principal Place of Business RRAM 10/16/2025 4,217 162.89 Buy RRAM Principal Place of Business RRAM 10/16/2025 66 162.00 Buy RRAM Principal Place of Business RRAM 10/16/2025 156 162.89 Buy RRAM Principal Place of Business RRAM 10/17/2025 1,073 169.19 Buy RRAM Principal Place of Business RRAM 10/17/2025 430 169.34 Buy RRAM Principal Place of Business RRAM 10/17/2025 326 169.44 Buy RRAM Principal Place of Business RRAM 10/17/2025 147 168.44 Sell RRAM Principal Place of Business RRAM 10/22/2025 95 162.06 Buy RRAM Principal Place of Business RRAM 10/22/2025 185 162.88 Buy RRAM Principal Place of Business RRAM 10/22/2025 104 162.79 Buy RRAM Principal Place of Business RRAM 10/22/2025 187 163.61 Buy RRAM Principal Place of Business RRAM 10/23/2025 10,111 159.92 Buy RRAM Principal Place of Business RRAM 10/23/2025 14 159.92 Buy RRAM Principal Place of Business RRAM 10/23/2025 5 159.92 Buy RRAM Principal Place of Business RRAM 10/23/2025 5 159.92 Buy RRAM Principal Place of Business RRAM 10/23/2025 8,756 159.92 Buy RRAM Principal Place of Business RRAM 10/29/2025 29 158.31 Buy RRAM Principal Place of Business RRAM 10/31/2025 394 154.16 Sell RRAM Principal Place of Business RRAM 10/31/2025 25 154.16 Sell RRAM Principal Place of Business RRAM 10/31/2025 522 154.16 Sell RRAM Principal Place of Business RRAM 10/31/2025 2,199 154.33 Sell RRAM Principal Place of Business RRAM 10/31/2025 100 154.34 Sell RRAM Principal Place of Business RRAM 10/31/2025 568 154.34 Sell RRAM Principal Place of Business RRAM 10/31/2025 372 154.34 Sell RRAM Principal Place of Business RRAM 10/31/2025 279 154.34 Sell RRAM Principal Place of Business RRAM 10/31/2025 8 154.34 Sell RRAM Principal Place of Business RRAM 11/3/2025 9,193 155.81 Buy RRAM Principal Place of Business RRAM 11/3/2025 1,564 154.84 Buy RRAM Principal Place of

Business RRAM 11/3/2025 397 155.75 Buy RRAM Principal Place of Business RRAM 11/4/2025 19 150.78 Buy RRAM Principal Place of Business RRAM 11/4/2025 19 150.78 Buy RRAM Principal Place of Business RRAM 11/4/2025 19 150.78 Buy RRAM Principal Place of Business RRAM 11/6/2025 59 150.14 Buy RRAM Principal Place of Business RRAM 11/6/2025 182 149.72 Sell RRAM Principal Place of Business RRAM 11/7/2025 43 150.80 Sell RRAM Principal Place of Business RRAM 11/10/2025 44 151.18 Sell RRAM Principal Place of Business RRAM 11/12/2025 1,149 156.27 Buy RRAM Principal Place of Business RRAM 11/12/2025 11 155.98 Sell RRAM Principal Place of Business The transactions noted above were purchases or sales of shares effected in the open market and the table includes commissions paid in per share prices.

(d) Not applicable.

(e) Not applicable.

Item 6. Contracts, Arrangements, Understandings or Relationships With Respect to Securities of the Issuer

RRAM is the investment adviser to accounts of RRAM clients pursuant to investment advisory agreements between RRAM clients and RRAM. Each investment advisory agreement provides RRAM with the authority, among other things, to invest account funds in the Stock, to dispose of the Stock, and to file this statement on behalf of the account. Some, but not all, investment advisory agreements provide RRAM with the authority to vote for the Stock. The number of shares of Stock for which RRAM has sole voting power is reflected on RRAM's cover page.

Item 7. Material to be Filed as Exhibits.

ANNEX A - The name, business address, business activity, present principal occupation or employment and, if natural person, citizenship of each executive officer and director of the Filers.

#### SIGNATURE

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

River Road Asset Management, LLC

Signature: Meagan Snyder

Name/Title: Meagan Snyder/Chief Compliance Officer

Date: 11/17/2025