

**UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549
SCHEDULE 14A**

Proxy Statement Pursuant to Section 14(a) of the Securities
Exchange Act of 1934 (Amendment No.)

Filed by the Registrant

Filed by a Party other than the Registrant

Check the appropriate box:

- Preliminary Proxy Statement
- Confidential, for Use of the Commission Only (as permitted by Rule 14a-6(e)(2))**
- Definitive Proxy Statement
- Definitive Additional Materials
- Soliciting Material Pursuant to §240.14a-12

UNIFIRST CORPORATION

(Name of Registrant as Specified In Its Charter)

(Name of Person(s) Filing Proxy Statement, if other than the Registrant)

Payment of Filing Fee (Check all boxes that apply):

- No fee required
- Fee paid previously with preliminary materials
- Fee computed on table in exhibit required by Item 25(b) per Exchange Act Rules 14a-6(i)(1) and 0-11

UniFirst



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DESIGNATION (IF ANY)
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Online



Go to www.envisionreports.com/UNF or scan the QR code – login details are located in the shaded bar below.



Votes submitted electronically must be received by 11:59 P.M., Eastern Time, on January 8, 2024.

Annual Shareholder Meeting Notice

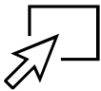
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Important Notice Regarding the Availability of Proxy Materials for the UniFirst Corporation 2024 Annual Meeting of Shareholders to be Held on January 9, 2024

Under Securities and Exchange Commission rules, you are receiving this notice that the proxy materials for the 2024 annual meeting of shareholders of UniFirst Corporation are available on the Internet. Follow the instructions below to view the materials and vote online or request a copy. The items to be voted on and location of the annual meeting are on the reverse side. Your vote is important!

This communication presents only an overview of the more complete proxy materials that are available to you on the Internet. We encourage you to access and review all of the important information contained in the proxy materials before voting. The 2023 proxy statement and 2023 annual report to shareholders are available at:

www.envisionreports.com/UNF



Easy Online Access – View your proxy materials and vote.

- Step 1: Go to www.envisionreports.com/UNF.
- Step 2: Click on **Cast Your Vote** or **Request Materials**.
- Step 3: Follow the instructions on the screen to log in.
- Step 4: Make your selections as instructed on each screen for your delivery preferences.
- Step 5: Vote your shares.

When you go online, you can also help the environment by consenting to receive electronic delivery of future materials.



Obtaining a Copy of the Proxy Materials – If you want to receive a copy of the proxy materials, you must request one. There is no charge to you for requesting a copy. Please make your request as instructed on the reverse side on or before December 29, 2023 to facilitate timely delivery.



2 N O T

C O Y



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Annual Shareholder Meeting Notice

The 2024 Annual Meeting of Shareholders of UniFirst Corporation will be held on Tuesday, January 9, 2024, at the corporate offices of UniFirst Corporation, located at 68 Jonspin Road, Wilmington, Massachusetts 01887, at 8:30 a.m. Eastern Time.

Proposals to be voted on at the meeting are listed below along with the Board of Directors' recommendations.

The Board of Directors recommends a vote **FOR** the nominees set forth in Proposal 1, **FOR** Proposals 2, 4, and 5, and **FOR** a frequency of every **1 YEAR** on Proposal 3.

1. Election of two Class I Directors, nominated by the Board of Directors, to serve for a term of three years until the 2027 Annual Meeting of Shareholders and until their respective successors are duly elected and qualified.
Class I Director: 01 - Michael Landoli 02 - Joseph M. Nowicki
2. Approval, on a non-binding, advisory basis, of the compensation of the Company's named executive officers as more fully described in the Proxy Statement;
3. Approval, on a non-binding, advisory basis, of the frequency of future non-binding, advisory votes on the compensation of the Company's named executive officers;
4. Approval of the UniFirst Corporation 2023 Equity Incentive Plan; and
5. Ratification of appointment of Ernst & Young LLP as the Company's independent registered public accounting firm for the fiscal year ending August 31, 2024.

Note: In their discretion, the proxies are authorized to vote upon any other matters that may properly come before the meeting or any adjournment or postponement thereof.

PLEASE NOTE - YOU CANNOT VOTE BY RETURNING THIS NOTICE. To vote your shares you must go online or request a paper copy of the proxy materials to receive a proxy card.



Here's how to order a copy of the proxy materials and select delivery preferences:

Current and future delivery requests can be submitted using the options below.

If you request an email copy, you will receive an email with a link to the current meeting materials.

PLEASE NOTE: You must use the number in the shaded bar on the reverse side when requesting a copy of the proxy materials.

- **Internet** - Go to www.envisionreports.com/UNF. Click Cast Your Vote or Request Materials.
- **Phone** - Call us free of charge at 1-866-641-4276.
- **Email** - Send an email to investorvote@computershare.com with "Proxy Materials UniFirst Corporation" in the subject line. Include your full name and address, plus the number located in the shaded bar on the reverse side, and state that you want a paper copy of the meeting materials.

To facilitate timely delivery, all requests for a paper copy of proxy materials must be received by December 29, 2023.
