

# *Achieve Grocery Optimization Through Automation*

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# Fresh Leads the Way

## Non-Fresh

- Time independent
- Transactional
- Static units
- Predictable demand
- Forecasting on historical big data



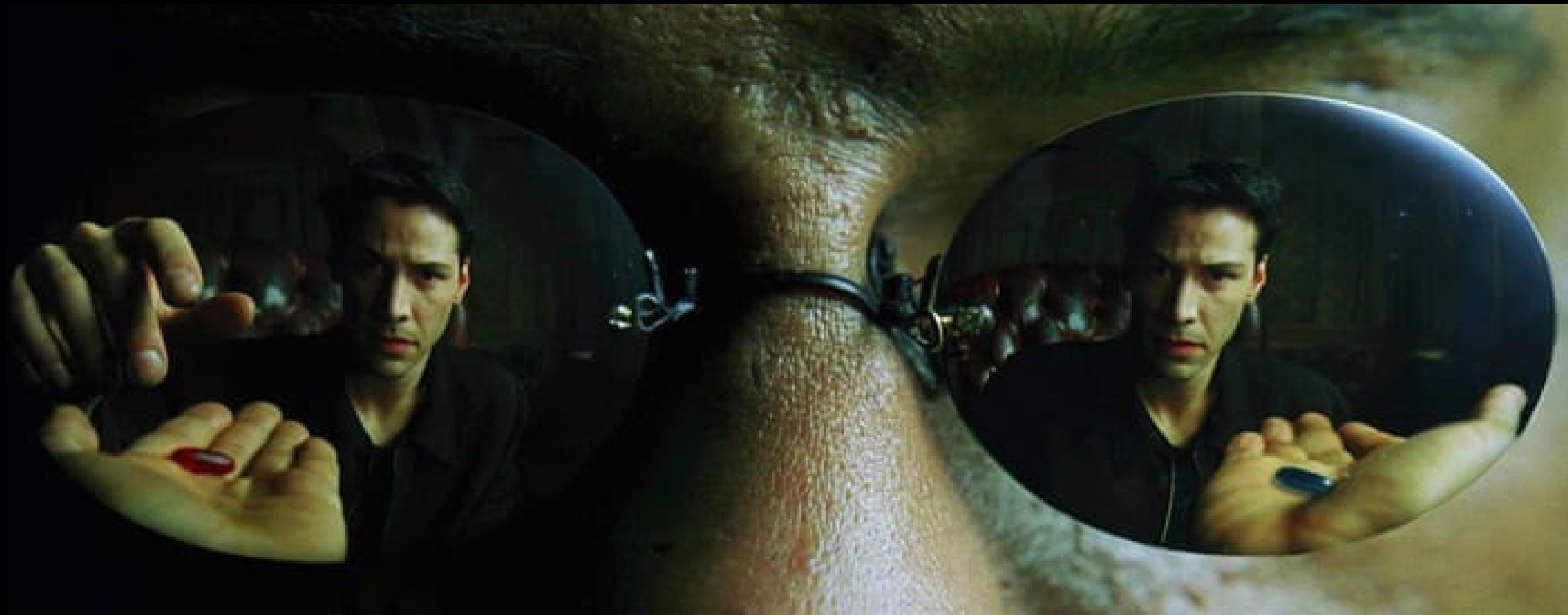
## Fresh

- Time-sensitive
- Experiential
- Involves transformation and production innovation-based differentiation
- Shifting demand
- Sophisticated human-centric operations



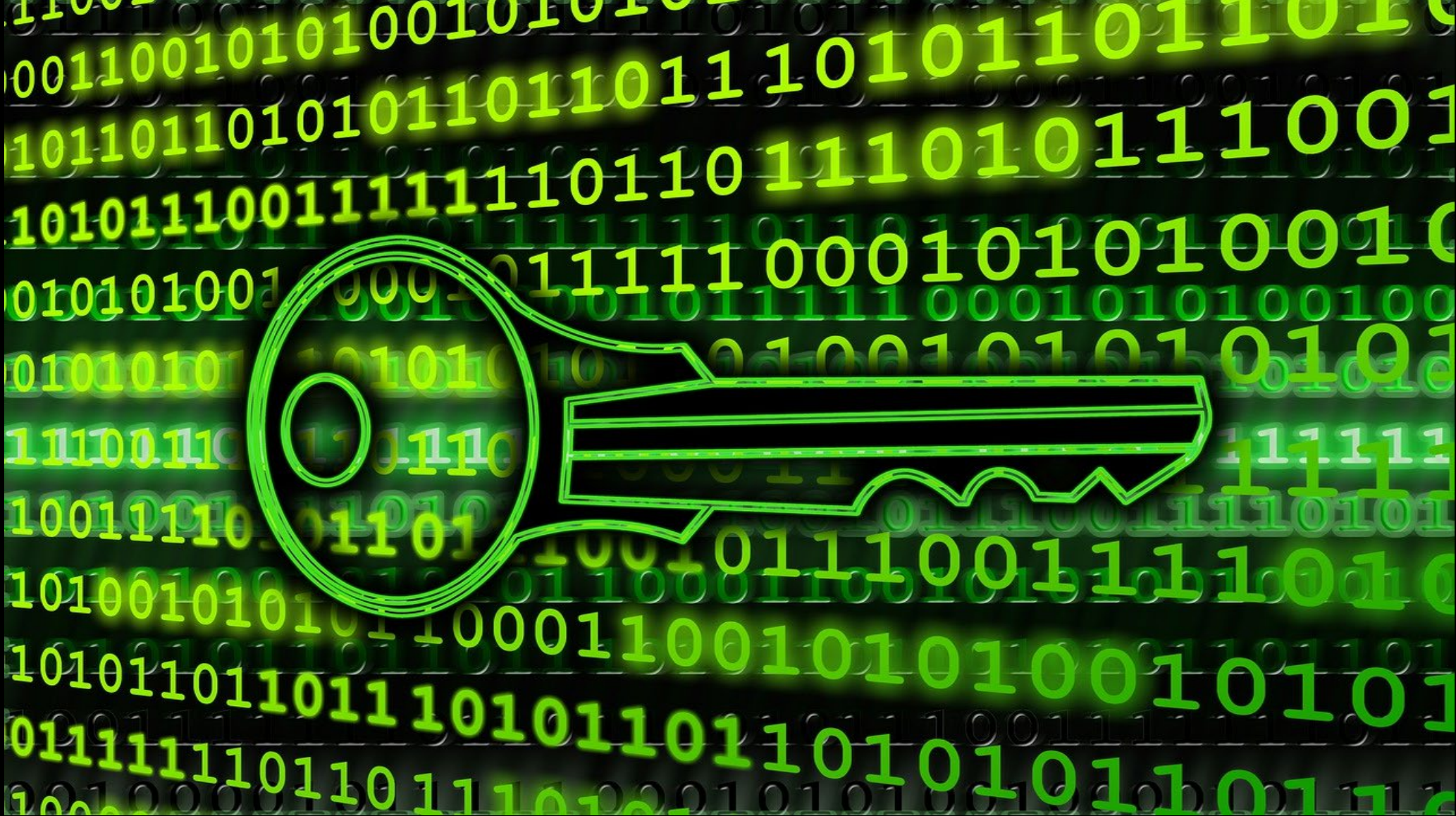


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Persistent  
Inflation



Supply Chain  
Disruptions



Changing Customer  
Behavior



Food Waste  
& Sustainability



Regulatory  
Landscape



Labor  
Shortages







1

Margin Optimization

2

Reduce Waste

3

Customer Experience

4

In-Store Compliance

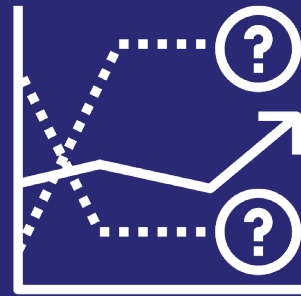


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# Merchandising & Replenishment

1

Fresh Demand  
Forecasting



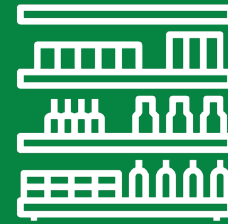
2

High-Frequency  
Replenishment



3

Seamless  
Merchandising



4

Flexible  
Ordering





# Traceability & Compliance

**1** Tech-Enabled  
Traceability

**2** New Business  
Models & Retail  
Modernization

**3** Smarter Tools &  
Approaches for  
Prevention &  
Outbreak Response



# Analytics

1

Access &  
Storage



2

Cleaning &  
Processing



3

Transformation  
& Visualization



4

Distribution  
& Alerting



# Automation Derived Outcomes

- Increase in labor efficiency
- Actionable insight delivering improved inventory management & forecasting capabilities
- Better compliancy, enhanced recall readiness
- Greater sustainability and ethical sourcing practices
- Improved operating margins and reduced shrink
- Greater brand trust & confidence that transfers to the customer





**40%**  
Shrink  
Reduction

**500+**  
Combined Years  
of Freshology  
Experience

**300+**  
Grocery  
Retailers

**100%**  
Fresher  
Product



**18**  
Countries

invafresh

**5%**  
Fresh  
Growth Sales

**\$150M**  
Waste  
Eliminated  
Annually

**\$100M**  
Fresh Revenue  
Transacted  
Daily



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balls food stores

*Bashas'*



Brookshire's  
food & pharmacy

Brookshire Brothers  
YOUR COMMUNITY GROCER SINCE 1921



Gelson's



HOMELAND  
a fresh experience®

HyVee  
EMPLOYEE OWNED

ingles



*Longo's*



meijer

metro



save on foods

*Schnucks*

Smart & Final



SPROUTS  
FARMERS MARKET

STATER BROS.  
markets

SUPERIOR  
GROCERS



TOTTUS

Walmart  
Chile

weis  
markets

WHOLE  
FOODS  
MARKET



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What's Your  
North Star  
Metric?



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# Learn how we can help... visit us at Booth 1976



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# Thank you

Learn more at [invafresh.com/iddba](https://invafresh.com/iddba)

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