



Afresh

# The Future of Fresh

Exploring the impact of Afresh on grocery retail's future





# 01

# INTRODUCTION



# Meet Afresh

Legacy and center store solutions are built for standardized products that come in a box, have a barcode, and last a long time – and they’ll always fail against the variable and inconsistent nature of fresh food. For years, grocers have been pouring resources into trying to make these systems work in fresh departments.

Grocery retailers know they need solutions that perform better in fresh – and leaders in the space have proven that Afresh is the right tool for the job.

At Afresh, our ultimate mission is to eliminate food waste and make fresh food accessible to all. Grocery retail plays a pivotal role in this and we’ve built the fresh-first solutions they need to make it happen.

Our in-store app guides employees through fresh-specific workflows and provides AI-driven order recommendations that improve ordering outcomes.

Leadership teams also gain access to insights that drive understanding of individual store performance, helping identify opportunities to further enhance operations and improve bottom-line results.

Through this purpose-built approach, grocers finally have the technology necessary to create fresh-first experiences that improve sales and reduce waste across the supply chain.



The value that Afresh is driving with its partners would have been the single biggest return on any IT investment I oversaw during my time as the CEO of Ahold USA. And that's just in produce, let alone their entire solution across all of fresh.

James McCann,  
Former CEO





# How grocery retailers benefit from Afresh

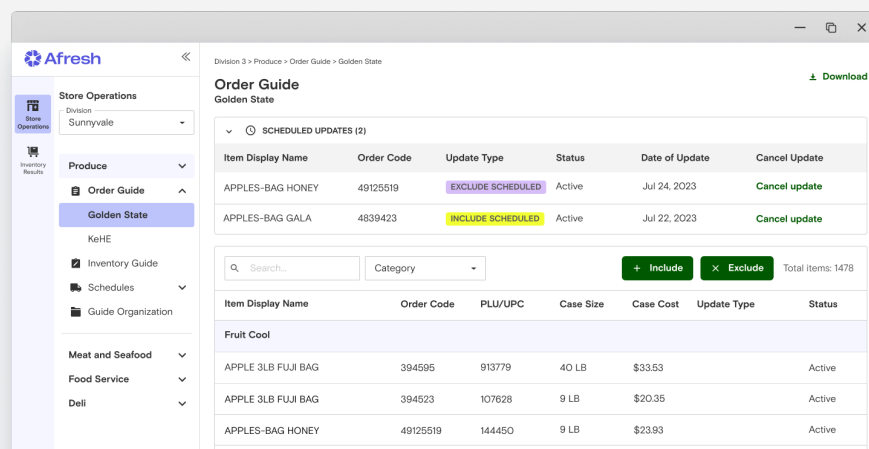
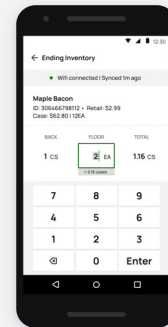
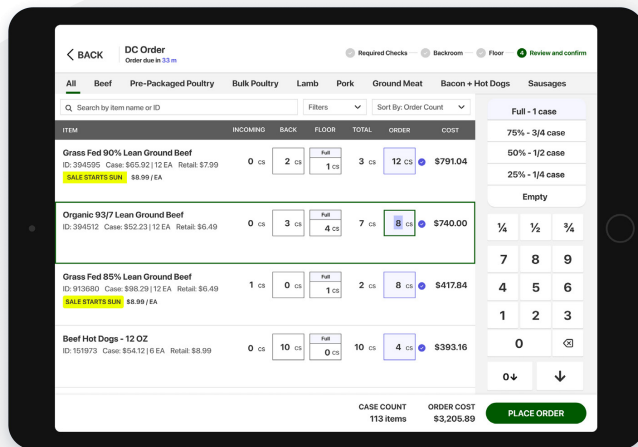
To win in fresh, grocers need high-quality fresh food in stock at all times – and retailers that consistently meet the needs of their communities edge out competitors to build long-lasting customer loyalty.

Afresh leverages machine learning to analyze billions of data points that determine an ideal order and provide recommendations adjusted for seasonality, perishability, and even upcoming holidays.

Employees follow intuitive in-app workflows to simplify inventory management and improve ordering decisions for every item in every store, every day.

## Unlocking transformative results with purpose-built tech

Fresh food is nutrient-dense, delicious, and essential for success in grocery retail. In fresh, small changes have a significant impact – especially when applied to each order. While the impact of keeping one banana from going to waste may seem insignificant, when scaled across every banner, the results are transformative for businesses, people, and the planet.







# 02

# RESULTS



# Remarkable results that reshape outcomes in fresh

Across the industry, grocery retailers have implemented purpose-built solutions to achieve excellence across their fresh supply chain.

Products ordered with Afresh can be found in 25 banner retailers and more than 3,000 stores. Today, 13% of all produce sold in U.S. grocery stores is ordered through the Afresh platform.

Afresh empowers store associates to create truck-to-shelf orders that deliver days of shelf life back to customers. On average, stores using Afresh have seen a 3% sales lift and 7% faster inventory turns.

Employees using Afresh have also seen a 20% increase in labor efficiency and have a 94% adherence rate for order recommendations, freeing up time to interact directly with shoppers.

Afresh has a big impact on the bottom line, too. With an average 25% reduction in shrink, this represents millions of dollars in savings annually.



## 3,000

STORE LOCATIONS



## 10,000

STORE DEPARTMENTS BY END OF 2023



## 13%

PRODUCE ORDERING MARKET SHARE



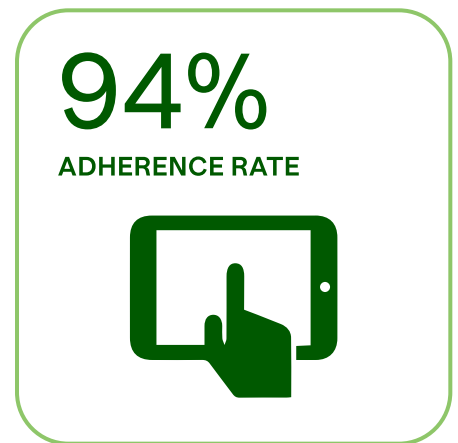
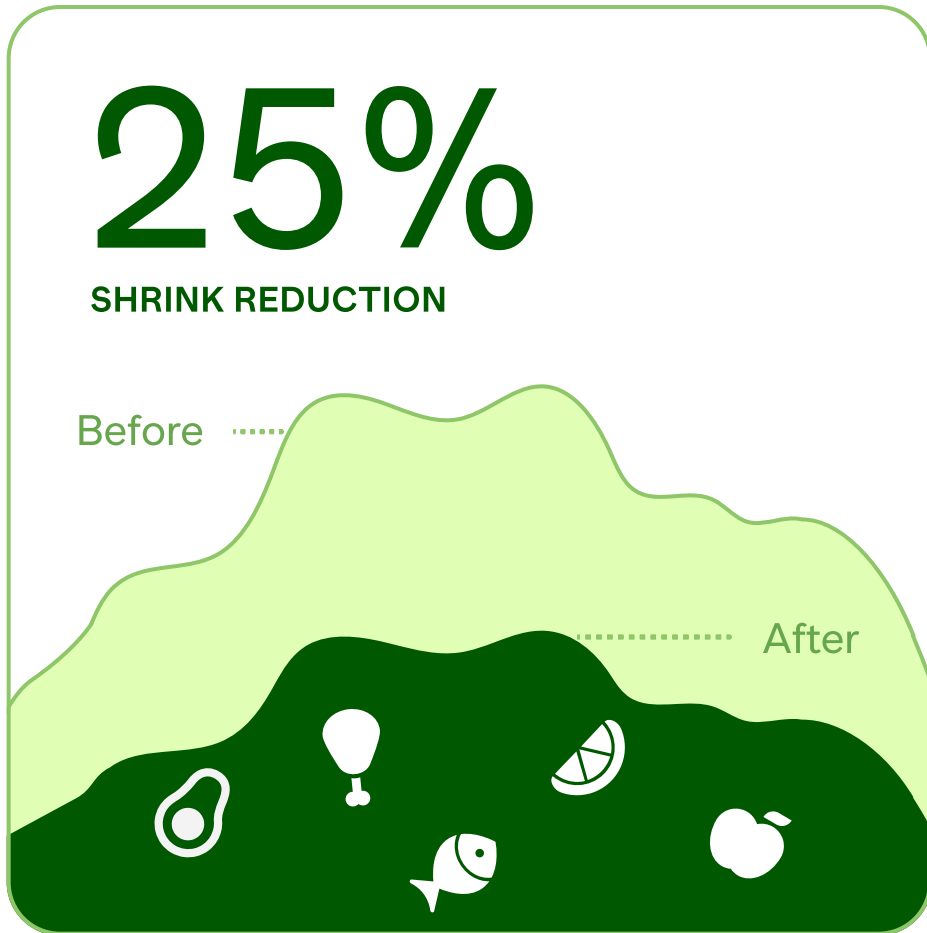
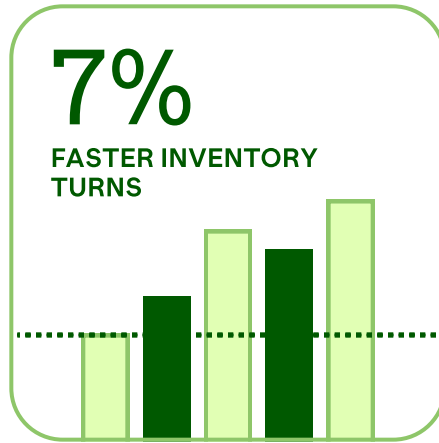
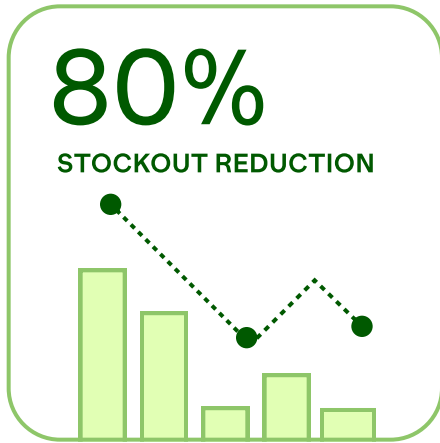
Our results [with Afresh] have been terrific. We've seen excellent adoption across the entire company, noticeable improvements in inventory levels, and we're now rolling this out in other fresh departments across the company.

Susan Morris,  
EVP and Chief Operating Officer





# A new way to win in fresh





# Fresh-first technology that adapts to changing conditions

Change is the only constant in fresh and no business is immune to the challenges of fluctuating macroeconomic conditions. These shifts are inevitable and grocers know they need best-in-class solutions to achieve better outcomes and build resilience.

Over the past year, grocers have navigated <sup>[1]</sup>

↑ 12%

HIGHER FOOD COSTS

↑ 48%

EMPLOYEE TURNOVER

With results like 25% shrink reduction and 3% sales lift, Afresh creates a staggering amount of value at scale. With the right tool for the right job, technology leaders committed to innovation have launched Afresh to unlock ROI and drive digital transformation across the business.



1: FMI

The Future of Fresh

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## Lightweight solutions that don't require constant upkeep

Grocers are entering a new frontier of fresh management where they must innovate to stay ahead of the competition. While more than 80% of grocery leaders agree that better technology is critical [2] many still rely on center store solutions that fail to address the inherent challenges of fresh operations.

To meet demand for seamless omnichannel experiences and accommodate changing workforce dynamics, IT leaders must accelerate digital transformation. Along with keeping the lights on, tech teams are expected to implement systems that adapt to the needs of a changing landscape that includes Instacart, click-and-collect, micro fulfillment centers, dark stores, and physical locations – all without requiring additional labor resources.

## Sophisticated technology that creates value from day one

At Afresh, we use advanced machine learning techniques to calculate the most crucial output of all: the decision of how much to order. Our extensive and holistic use of AI draws on new frontiers in the field and leverages a discipline of machine learning developed to make decisions under uncertainty. During the ordering process, Afresh directs attention to high-value and fast-moving items to prevent out-of-stocks and overordering.

Hear more from our partners at [afresh.com/customers](https://afresh.com/customers)

**DC Order**  
Order due in 33 m

Required Checks — Backroom — Floor — Review and confirm

Beef Pre-Packaged Poultry Bulk Poultry Lamb Pork Ground Meat Bacon + Hot Dogs Sausages

Search by item name or ID Filters Sort By: Order Count

	INCOMING	BACK	FLOOR	TOTAL	ORDER	COST
<b>ss Fed 90% Lean Ground Beef</b> 94595 Case: \$65.92   12 EA Retail: \$7.99 ESTARTS SUN \$8.99 / EA	0 CS	2 CS	Full 1 CS	3 CS	12 CS	\$791.04
<b>anic 93/7 Lean Ground Beef</b> 94512 Case: \$52.23   12 EA Retail: \$6.49	0 CS	3 CS	Full 4 CS	7 CS	8 CS	\$740.00
<b>ss Fed 85% Lean Ground Beef</b> 13680 Case: \$98.29   12 EA Retail: \$6.49 ESTARTS SUN \$8.99 / EA	1 CS	0 CS	Full 1 CS	2 CS	8 CS	\$417.84
<b>f Hot Dogs - 12 OZ</b> 51973 Case: \$54.12   6 EA Retail: \$8.99	0 CS	10 CS	Full 0 CS	10 CS	4 CS	\$393.16

Full - 1 case  
75% - 3/4 case  
50% - 1/2 case  
25% - 1/4 case  
Empty

1/4 1/2 3/4  
7 8 9  
4 5 6  
1 2 3  
0

0+ ↓

CASE COUNT 113 items ORDER COST \$3,205.89 PLACE ORDER

- Short integration times
- Minimal maintenance
- Cloud-based infrastructure
- Advanced machine learning



# 03

## CUSTOMERS



# Customer spotlight: CUB

Local communities know what to expect when they shop fresh departments at CUB: Best Produce. Period. To continue delivering on that promise, stores needed a solution that would drive true digital transformation and streamline fresh operations. CUB’s search for new technology led them to Afresh – a solution that prioritizes fresh just as much as customers do.

During the three-month pilot, produce departments leveraged Afresh to make data-driven decisions that delivered better results, faster. Within the first week of the pilot, stores showed notable profitability and revenue increases. And throughout, employees placed truck-to-shelf orders that reduced on-hand inventory, generated stronger sales, and kept the floor stocked with fresher produce.

Once the pilot was complete, CUB expanded its partnership with Afresh, integrating the solution into 55 stores across Minnesota.



Results across all participating stores during a three-month pilot period



At CUB, the local community is at the center of everything we do. Afresh has helped us keep our community front and center by delivering better, fresher products to our shoppers, while also helping us reduce waste and lessen our environmental footprint.

Mike Stigers,  
Former CEO







# Customer spotlight: Albertsons Companies

For national grocery retailers like Albertsons, new technology must provide data-driven intelligence and scale well across multiple banners and regions. In their search for transformative solutions, leadership uncovered the value of taking a purpose-built approach to digitizing fresh. After an incredibly successful pilot, Albertsons deployed Afresh into more than 2,200 fresh produce departments within just seven months.

Executives, managers, and store employees alike are impressed with the accuracy of orders and improved workflows. Stores enjoy lighter backrooms and fresher product, making it clear that purpose-built technology drives both immediate and long-term value. With teams delivering even higher-quality products and experiences, Albertsons is now integrating the solution into other fresh categories across the business.

## Powerful technology that empowers fresh teams

Optimizing fresh operations relies on making good decisions with uncertain and ever-changing information – and getting orders right takes expertise that’s hard to find. As labor markets shift, grocery retailers need solutions that set store teams up for success regardless of their level of experience.



Our SVP of Operations spent months looking at different solutions, and what we found in Afresh was an incredibly strong AI platform, but what we liked most was their fascination with understanding what the user experience needed to be.

Susan Morris, EVP and Chief Operating Officer



Watch the case study video: [pages.afresh.com/albertsons](https://pages.afresh.com/albertsons)





Where Afresh stands out for us is [that] this solution is able to work with imperfect data, and it's really geared towards having the right data to make the best decision. In this case, we actually saw that introducing a different system is a benefit for us because of the intricacies of fresh.

Maria Latushkin,  
GVP of Technology and Engineering



## The tools fresh teams need

In practice, Afresh helps fill knowledge gaps and empowers employees with features that make ordering easier, faster, and more accurate.

Rather than relying on rigid perpetual inventory calculations for replenishment, Afresh's AI identifies the most likely inventory position for each item in the order guide; users are then prompted to double check items with results that fall outside the expected range of probability.

This uniquely proactive approach makes the manual workarounds and time-consuming data corrections invented for legacy technology unnecessary.

And the results are remarkable, with grocers seeing both faster inventory turns and fewer stockouts.



Learning to use the tool was fairly easy. And I was able to train someone else in the store, not much longer after that.”

Jose Barrera, Produce Manager,  
Store 0199, Intermountain  
Division





# 04

# SUSTAINABILITY



# Bottom-line improvements that drive progress on ESG goals

Grocery retailers use a massive amount of resources to operate their businesses. At the same time, many retailers are developing frameworks focused on maximizing positive impact for people and the planet. Afresh is proud to be cited in Albertsons' 2023 ESG Report as a solution that "enables associates to leverage artificial intelligence to improve ordering, reduce unsold food, and consequently lessen greenhouse gas (GHG) emissions." [3]

Streamlined inventory management and data-driven tools also help employees place truck-to-shelf orders, expanding profit margins and improving on-shelf product quality.



“

In the fight against climate change, the time is ripe for grocers to move from 'playing defense' (risk mitigation) to 'playing offense' (targeted value creation) – not only to help protect the planet, but also to strengthen their businesses.

McKinsey,  
Decarbonizing Grocery [4]

3: [Albertsons](#)

4: [McKinsey](#)

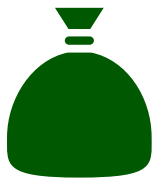


# Sustainable results that span the fresh supply chain

To date, grocers who use Afresh have prevented or saved

## 43.6 M

POUNDS OF FOOD WASTE



That's like keeping **41.6 million bananas** out of the trash

## 24 M

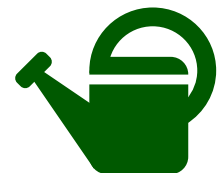
KILOGRAMS OF CO2 EMISSIONS



That's like driving **33.8 million miles** in a gas-powered car

## 886 M

GALLONS OF WATER



That's enough to fill **9.6 million bathtubs**

# 70%

OF RETAIL FOOD WASTE COMES FROM FRESH DEPARTMENTS

Grocery retailers use a massive amount of resources to operate their businesses and nearly 70% of grocery retail food waste comes from fresh departments.<sup>[5]</sup> As such, grocers' role in curbing climate change is incredibly important. By reducing the environmental cost of fresh operations, businesses strengthen bottom-line results in fresh.

In 2022 alone, grocers prevented 23.8 million pounds of food waste by using Afresh. That's 13.2 million kg fewer CO2 emissions and 484 million gallons of water saved. To date, our grocery retail partners have prevented 43.6 million pounds of food waste in total.

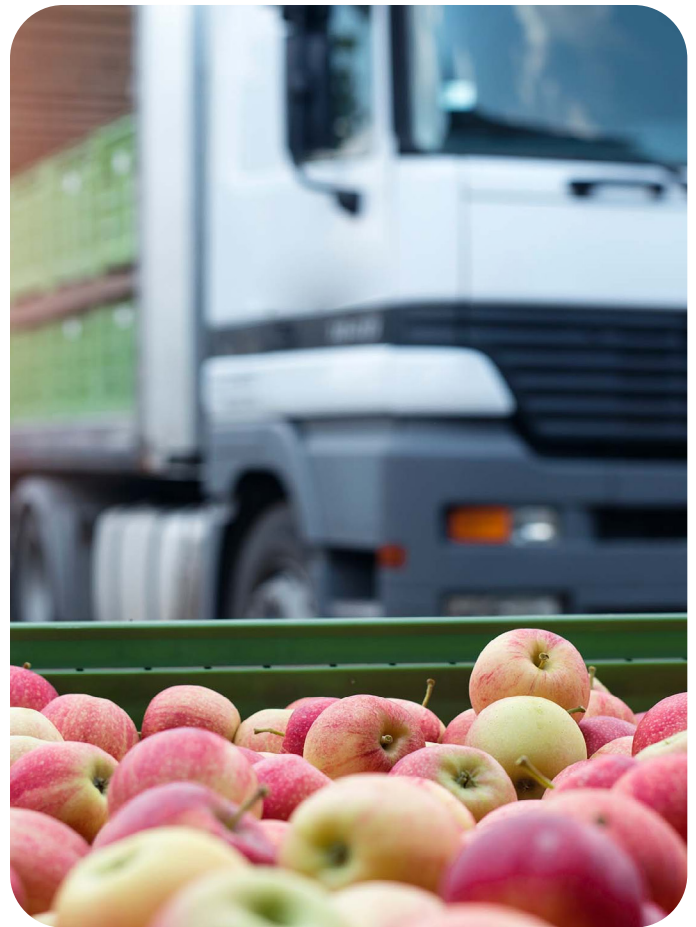
5: ReFED



# Fresh supply chain technology that delivers on its promises

Grocers want to be the best in fresh and Afresh drives a step-change in the profitability of its grocery retail partners that businesses can't afford to miss. Solutions that drive operational excellence and strengthen decision making accelerate transformative growth for grocers and give customers fresher food.

Naturally, best-in-class, purpose-built technology performs better than those that take a generalized approach – and having the right tool for the job is particularly important in fresh. Across an increasingly unpredictable and complex supply chain, businesses that choose Afresh will secure their spot as a leader in the next generation of grocery retail.



**Start your digital transformation in fresh:**  
[afresh.com/request-demo](https://afresh.com/request-demo)



Our partnership with Afresh helps us improve ordering and better manage our inventory of fresh fruits and vegetables so our customers have access to fresher products, and we're able to make meaningful progress toward achieving our goal to halve zero food waste going to landfill by 2030.

Suzanne Long,  
Chief Sustainability and Transformation Officer





Making fresher food, happier customers, and healthier business results a reality in thousands of grocery stores in the U.S.

See how it works. Schedule your demo at [afresh.com](https://afresh.com)

