



The Fresh Market Leverages a Single Solution for Grocery Ops

"The guest is at the center of everything we do, and our focus is on delivering the freshest experience possible to them. Invafresh enables us to deliver on that commitment."



John Bishop
Group Vice President of Operations

The Challenge

In 2021, The Fresh Market partnered with Invafresh to strictly manage their perimeter store operations.

Having experienced measurable success with the software, The Fresh Market was now looking to improve and address inventory management and replenishment issues for their center store operations.

The Fresh Market needed a vendor that could provide a single platform solution to handle all operations across various departments in 159 stores.



The Solution

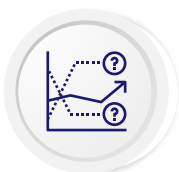
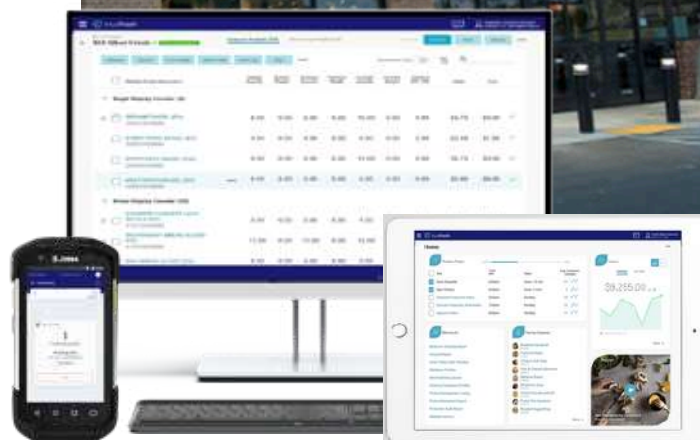
Invaresh deployed their Fresh Retail Platform to manage The Fresh Market's store operations, from perimeter to center store, including produce, meat, deli, dairy, bakery, grocery, bulk, and floral.

Using a perpetual inventory system and AI-based demand forecasting, Invaresh was able to automate ordering and production decisions for The Fresh Market, resulting in a more efficient workforce, ensuring products are always available for when guests shop.

The Results

"With perpetual inventory, any guesswork is taken out of our forecasting. The accuracy of forecasting provided by Invaresh has resulted in more efficient team members, ensuring products are always available when our guests shop, and lowering our overall capital holding in our back rooms."

John Bishop
Group Vice President of Operations



95% Forecasting Accuracy



Improved Labor Efficiency



3-5% Increase in Sales

With a combined 500+ years of Freshology™ experience, the heritage of Invaresh has enabled fresh food retailers to create extraordinary store operations performance and differentiated customer experiences. As the leader of Freshology™, Invaresh is deployed in over 350 grocery retailers spanning a global reach of 35 countries with more than \$100 million of Fresh revenue being transacted daily, to provide AI/ML demand forecasting, merchandising, replenishment, and sustainability and compliance solutions.

Be the Best in Fresh! We'd love to show you how Invaresh can make your business run better. Schedule a demo with a Freshologist™ at invafresh.com/demo.