



Accelerate Accuracy with Rapid, Reliable Date Checks



The Customer

Foodora Market, an online grocery store, faced a significant challenge in ensuring that their dark stores (similar to regular grocery stores but closed to the public) maintained alignment between the platform and the store's physical inventory.

The Roadblock

With customers unable to browse the actual store, accuracy in the back-end became paramount. It was crucial to guarantee that products delivered to customers were fresh and of the highest quality.

With 10 stores and approximately 100 employees in Norway, there was a pressing need for solutions that could:

- ! **Guaranteeing product freshness and quality**
- ! **Ensuring alignment between digital platform and physical inventory**
- ! **Minimize waste**

The app helps us reduce our food waste. We are also exploring the possibility of using Upshop's other solutions to cut waste and be able to do correct markdowns before the expiration date.



Peder Strand
Supply Chain Manager



The Solve

Leveraging Upshop's Expiration Date Management solution, Foodora Market successfully prevented the disposal of expired goods and empowered their staff to identify items at risk of expiration in a timely manner. The onboarding process was not only efficient but also environmentally sustainable, with remote onboarding sessions for the initial stores and user-friendly tools that required minimal support.

The Impact

The integration of Upshop's solutions proved instrumental in Foodora Market's ability to efficiently manage their dark stores. By preventing food waste and ensuring product freshness, they not only reduced waste but also enhanced customer satisfaction. As the market for convenient and swift food delivery services continued to expand, Foodora Market was set for the future. The growing demand for such services underlined the significance of their forward-thinking approach in an evolving industry landscape.



To learn more:
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Upshop has been building store operations technology for 30+ years to provide simplified, smarter, more connected SaaS-based solutions for retailers and associates. Upshop has formed a singular platform that delivers end-to-end visibility, increased sales, major waste reduction, and streamlined labor efficiencies. 150+ retail chain accounts trust our software in over 30k+ stores, 9 countries, and 3 continents.