

Harnessing AI to Reduce Food Waste at Foodstuffs North Island



90%

reduction in food waste

60+

minutes saved daily per store

25%+

of store already using Upshop

The Customer

Foodstuffs North Island is a 100% New Zealand owned co-operative operating under the New World, PAK'nSAVE, Four Square, and Gilmours banners. Serving 2.7 million customer visits weekly, the co-op is focused on delivering high-quality products while reducing food waste and enhancing sustainability.

The Roadblock

With up to 50,000 products in-store and a third being short shelf-life, stock rotation was historically manual and inefficient—leading to spoilage, inconsistent product quality, and missed opportunities to optimize inventory. Without centralized data or real-time insights, food waste was difficult to track, let alone reduce. Smaller stores like Four Square Matakana struggled to manage slower-moving items, and staff spent 90+ minutes daily on date checks.

"The system does the heavy lifting for us. We've seen a real culture shift—staff are now coming to me with ideas to reduce waste. It's changed everything."

James Cardno

Owner Operator, New World Whangaparāoa

"It's been a game changer. We know food is getting to our community instead of the bin."

David Whyman

Owner Operator, Four Square Matakana

The Solve

Foodstuffs implemented Upshop, an AI-powered inventory management solution that automates and optimizes stock rotation. By leveraging the FIFO (First-In-First-Out) method, the system prompts staff with traffic light alerts (green, amber, red) to check, rotate, discount, or remove products based on expiry. It also integrates with or operates independently from POS systems, making it flexible for a variety of store types.



The Impact

Since implementing Upshop, Foodstuffs North Island has seen a dramatic reduction in food waste—Four Square Matakana alone achieved a 90% decrease. Stores like New World Whangaparāoa are saving over 60 minutes per day by eliminating manual date checks, freeing up staff for more customer-facing tasks. The shift has also improved the in-store experience, with fewer customer complaints tied to out-of-date products. Teams have become more proactive, using real-time data to adjust pricing, manage markdowns, and improve ordering accuracy. This has helped foster a culture of accountability and sustainability, empowering staff to take ownership and contribute to ongoing improvements.



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Upshop is a global leader in total store operations technology. Our platform streamlines forecasting, ordering, production, and inventory optimization for food retailers. Serving over 450 retailers and 50,000 stores, we enhance operations across Fresh, Center, DSD, and eCommerce departments, driving improvements in sales, shrink reduction, food safety, and sustainability. With a focus on simplifying tasks and connecting teams, our technology empowers retailers to operate smarter and more efficiently.