Rollout of Itasca Magic™ Inventory Optimization Expands at Major Northeast Supermarket Chain

DES MOINES, IA (January 15, 2016) – Wegmans, one of the premier supermarket operators in North America, with 88 stores spanning six northeastern and mid-Atlantic states, is bringing the Itasca Magic™ Inventory Optimization solution to all its stores and most major departments.

Future phases will extend Magic CGO (Computer Generated Ordering) to general merchandise, health and beauty care, direct-store delivered, and perishables categories – in addition to the grocery, frozen and dairy categories it has rolled out chain wide over the past year.

"Our experiences with Itasca Magic have built great confidence in this solution," said Jack DePeters, Wegmans' SVP Store Operations. "At each stage – from the first pilot stores, to adding more categories, to implementation chain wide – we have documented increasing benefits. We are already better at ordering accuracy, staying in-stock, and reduced overall store inventories."

Said DePeters, "Itasca has brought a quality team to the project and has done a tremendous job working with our team, understanding our business, and responding to our needs. A huge benefit of their efforts and collaboration has been simplified change management and store acceptance of a new process".

Dave DeLaus, Wegmans' CIO/SVP added, "Itasca has worked closely with us every step of the way, and they responded capably to our specific technical and business requirements. One area of current innovation is the testing of CGO for several random weight produce items. Early results have shown to be promising."

"This rollout decision comes as a gratifying vote of confidence from our partners at Wegmans," said Jeff Kennedy, president of Itasca Retail Information Systems. "The year ahead offers several excellent opportunities to further extend the benefits of CGO, and we're excited to continue this journey with them."

-more-

About Itasca Retail:

Itasca Retail Information Systems invents and builds industry-leading solutions for Inventory Management, DSD, Computer Generated Ordering (CGO) and associated data management. Itasca Magic™, our reliable, high-performing and cost-effective solution for Inventory Optimization, incorporates merchandise forecasting, perpetual inventory, DSD receiving, data management and applications for the hand-held devices that support store execution processes. Learn more at http://itasca-retail.com

Media Contacts:

Itasca Retail Information Systems
Des Moines, IA
marketing@itasca-retail.com
James Tenser, VSN Strategies, 520-390-3751 (direct)