



FOR IMMEDIATE RELEASE

## **Itasca Retail and Topco Associates Commence Alliance**

*Member retailers will be introduced to the Itasca Magic™ Inventory Optimization solution at the upcoming Topco Indirect 2016 Summit in Orlando, FL, Feb. 1–3*

WEST DES MONES, IA (Jan. 14, 2016) – Topco Associates, LLC and Itasca Retail Information Systems, Inc. have initiated an alliance that will bring the Itasca Magic™ Inventory Optimization solution to Topco member companies.

The agreement, which became effective late last year, means Itasca Retail has been added to the Topco's Indirect Spend Solutions program, in the IT/Telecom category. As a division of Topco Associates LLC, Topco Indirect helps member companies source solutions and materials that are not products intended for resale to consumers – like technology, supplies, construction and other indirect spend business services.

Itasca will introduce Magic, its computer generated ordering solution, to Topco members when it participates as an exhibitor at the biannual Topco Indirect 2016 Summit, which takes place on Feb. 1–3 in Orlando, FL. Grocery retailers who use Itasca Magic to manage store-level inventory have enjoyed benefits to reordering accuracy, in-stock position and reduced back stock.

“We’re very glad to welcome Itasca Retail to our supplier community,” said Catherine Storing, Topco Associate Category Manager, IT/Telecom. “Topco is committed to delivering innovative solutions that provide its members with a competitive advantage through reduced costs and improved business capabilities. Itasca’s solutions deliver on these criteria.”

Said John Rector, sales at Itasca Retail Information Systems, “Itasca is primed to commence this promising relationship with Topco Indirect. It offers a forum for highly informed communications about the capabilities of our solutions. We are confident that Itasca Magic can make a meaningful difference for member companies who adopt it.”

Topco members who want to learn more about Itasca are encouraged to reach out — either by scheduling an appointment during the Topco Indirect 2016 Summit, or by contacting us directly at the address or phone below.

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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. We provide reliable, high-performing and cost-effective solutions for Inventory Optimization, including merchandise forecasting, perpetual inventory, DSD receiving, and the hand-held devices that support store execution processes. Learn more at <http://itasca-retail.com>

About Topco Associates LLC

Topco Associates LLC is a \$15 billion, privately held company that provides aggregation, innovation and knowledge management solutions for its leading food industry member-owners and customers including grocery retailers, wholesalers and food service suppliers. Topco leverages the collective volume, knowledge and commitment of these companies to create a competitive advantage in the marketplace by reducing costs and offering winning business-building capabilities. Topco distributes more than 14,000 own brand SKUs including frozen foods, grocery, health & beauty aids, fresh meat, dairy and bakery goods to retail locations throughout the US. For more information, please visit [www.topco.com](http://www.topco.com).

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