

# WHITE-LABEL E-COMMERCE

## E-Commerce Built for Grocery

eGrowcery is a fully integrated, white-label e-commerce platform built specifically for the grocery industry. eGrowcery is designed to support the operational complexity of grocery – from real time inventory and pricing to fresh departments, prepared foods, catering, and multiple fulfillment models.

As shopper expectations continue to rise, grocers need a digital experience that strengthens their brand, protects their data, and drives profitable growth. eGrowcery complements your existing infrastructure, seamlessly integrating with your POS and back office systems to automate data management, payments, analytics, and fulfillment – so you can scale e-commerce without adding complexity.

## Retailer Benefits

### • Your Shoppers. Your Data

- Real-time access to shopper and order data
- 100% seamless back-office and POS integration
- Visibility into top-selling products and category trends

### • Full Autonomy, Your Brand

- Set and control your own pricing
- Run your own promotions
- Manage your advertising strategy
- Choose your fulfillment offerings
- Integrate loyalty, coupons, and CRM systems

### • One Login, One Complete Experience

- Online grocery shopping
- Prepared foods
- Catering
- Click & Collect, Delivery, and Shipping – all in one place

### • Administrative Speed that Saves Time

- Personalize set-up in seconds and minutes, not days or weeks
- Create promo codes and view redemption activity in real time
- Launch and promote online specials, instantly
- Retrieve any shopper profile or order in seconds

## RETAIL MARKETING



## WHY CHOOSE UNFI?

We want to help you continue to grow your business in-store and online. Here's our advantages:

- Special UNFI rates
- Dedicated support and expertise from UNFI Retail Marketing and eGrowcery
- Marketing and in-store signage creative & printing services
- \$0 Setup and \$0 License Fees for Prepared Foods

## FAST FACT

# 4X

more money is spent online per order compared to in-store purchases.

\*Source: eGrowcery Transactional Data 2021

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## A True Grocery-First Platform

eGrowcery delivers the most complete, fully integrated white-label e-commerce platform in the industry – designed to work with your systems, your operations, and your brand.

## Team Grow: People Who Power Performance

eGrowcery exists to create “happy customers.” Retailers gain access to best practices across e-commerce operations, including:

- Optimizing personal shopper workflows
- Improving fulfillment efficiency
- Driving online traffic, conversion, and repeat visits

## eGrowcery 360

For larger or higher volume retailers, eGrowcery 360 combines technology with in-store labor support to help reduce costs, improve fulfillment speed, and scale e-commerce profitably.

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## Case Study: Mackenthun's Fine Foods

### Minnesota | 4 Locations

Mackenthun's Fine Foods is a family-owned grocery retailer known for its high quality fresh departments, award-winning meat department, bakery, catering, and exceptional customer experience.

In 2023, Mackenthun's switched to eGrowcery to upgrade their digital customer experience and operational efficiency. Their goals included:

- Improved search and navigation
- Integrated prepared foods and catering
- Faster, more efficient fulfillment
- Loyalty and rewards integration
- A dedicated, responsive support team

### Results

- Highest e-commerce sales in two years during the first week on eGrowcery
- Fulfillment time reduced from 40 minutes to just 15 minutes per order

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## CONTACT US TODAY

Subject to credit approval. Some services may not be available in international markets.

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## RETAIL MARKETING



## WHAT RETAILERS ARE SAYING:

*We were looking to dramatically upgrade our digital offering to customers who want a quick and easy shopping experience.*

*On the back end, we needed a partner that addressed all of our communications issues and provided us with a single point of contact who could quickly answer all of our questions.*

*eGrowcery is giving us all of this and more.*

**– Jessa Theis, Co Owner,  
Mackenthun's Fine Foods**

*Mackenthun's*  
FINE FOODS  SINCE 1917

