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AppCard remains focused on personalization, CPG

Aims to ensure 'entire supply chain is brought together' more closely, efficiently

By Eric Pereira / content creator



Yair Goldfinger

As a coupon platform with more than five billion transactions under its belt, AppCard's focus has been on empowering grocers to communicate with shoppers through personalized offers and awards derived from shopper purchase history and future intent, said Yair Goldfinger, co-founder and CEO.

New York-based AppCard is a shopper analytics, personalized marketing and digital coupons company. Among other things, the company is focusing in 2022 on enabling grocers to gain additional access to more local CPG content and funding in an effort to further close the gap between the two.

"While offering CPGs a unique platform centered on direct communications with shoppers – with both acquisition and retention in mind – AppCard safeguards the grocer's data and the shopper's privacy," Goldfinger said.

"For all of these reasons, we have built a media team composed of CPG executives who know and understand the industry needs and requirements in order to ensure the entire supply chain is brought together more closely and efficiently."

Since the COVID-19 pandemic, AppCard has made changes and adjustments to ensure that grocers, wholesalers and CPG brands are brought closer together.

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More

For much more on this month's feature, E-commerce and Technology, please see pages 20-27 and 33.

Pandemic fatigue takes hold in Maine

As a result, some supermarkets selling out to others

By Eric Pereira / content creator

When asked for the No. 1 concern of her members at Maine Grocers and Food Producers Association, Christine Cummings, executive director, thinks it's the fatigue of the COVID-19 pandemic.



Christine Cummings

"Whether it's labor shortages or ramifications of supply chain issues, increased costs, we've seen a lot of consolidation lately where some stores have been sold out to others," she said.

"I think people are tired...how do we continue to keep folks energized, keep people engaged and interested – their advocacy and willingness to testify does help move the needle, despite them waking up and continuing to feel challenged every day."

She mentioned that northern Maine is not as densely populated as the southern half, "These independent stores that are locally owned really are the backbones of their communities," she said.

According to Cummings, Gov. Janet Mills has not expressed any interest in further state-level mandates.

"What we're seeing is now the local level... we've had two of our most populated towns – Portland and Brunswick – just passed mask mandates, and we're kind of bracing for...other local ordinances that are a lot of where the local government wants to take some control of what's happening," Cummings said.

First EPR legislation

In July 2021, the first extended producer responsibility, or EPR, for packaging in the country was signed into law.

"The bill requires producers to finance stewardship organizations and thus bear more responsibility for the packaging they put into the market," according to bdlaw.com.

"We're anticipating in July of 2022, the stakeholder discussions to begin, and so MGFPA will remain a very engaged stakeholder with our Department of Environmental Protection in really working with the membership to advise them of opportunities to provide insight," Cummings said.

Another legislative priority involves a commission studying paid family medical leave. MGFPA is awaiting the results of an actuarial study if such a program were to be implemented in the state.

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Danforth's fostering positive culture

Opens second location, finds success in e-commerce

By Eric Pereira / content creator

Getting into e-commerce with an online ordering program was a big endeavor for Danforth's Supermarkets one-store operation in Hermon, Maine. General Manager and VP Brett Danforth said this was primarily due to staffing.

"Having the right staff on hand to manage the customers' orders while not over-staffing was a difficult balance," he said. "We didn't necessarily have the volume of orders

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NAME	NO. OF STORES	SALES	% OF MARKET
STOP & SHOP	140	\$3,787,365,000	16.09%
MARKET BASKET	84	\$3,755,607,000	15.95%
WALMART INC.	159	\$3,150,202,720	13.38%
SHAW'S SUPERMARKET	105	\$3,089,981,000	13.13%
HANNAFORD SUPERMARKET	91	\$1,980,059,000	8.41%
WHOLE FOODS MARKET	38	\$1,171,259,000	4.98%
ROCHE BROTHERS	16	\$692,186,000	2.94%
WEGMANS	6	\$594,540,000	2.53%
BJ'S WHOLESALE CLUB	39	\$508,304,840	2.16%
STAR MARKET	19	\$479,014,000	2.03%
BIG Y	17	\$470,100,000	2.00%
PRICE RITE	18	\$429,782,000	1.83%
TARGET	65	\$364,039,600	1.55%
TRADER JOE'S	26	\$332,926,000	1.41%
PRICE CHOPPER	14	\$323,388,000	1.37%
TRUCCHI'S SUPERMARKETS	6	\$157,544,000	0.67%
DAVE'S FRESH MARKETPLACE	11	\$120,627,000	0.51%
IGA	14	\$115,888,000	0.49%
SEABRA'S MARKET	6	\$113,935,000	0.48%
COSTCO WHOLESALE	7	\$109,894,960	0.47%
SAM'S CLUB	5	\$106,696,260	0.45%
SUDBURY FARMS	2	\$99,510,000	0.42%
SAVE-A-LOT FOOD STORES	17	\$74,615,000	0.32%
ALDI	28	\$63,285,000	0.27%
ASSOCIATED GROCERS OF NEW ENGLAND	5	\$54,778,000	0.23%
ALL OTHERS	261	\$1,396,121,020	5.93%
GRAND TOTAL	1,199	\$23,541,648,400	100.00%

WEST NY/EAST PA

Buffalo-Cheektowaga, Rochester

NAME	NO. OF STORES	SALES	% OF MARKET
WEGMANS	1	\$58,256,000	31.84%
TOPS FRIENDLY MARKET	2	\$32,041,000	17.51%
WALMART INC.	2	\$23,682,400	12.94%
WEIS MARKETS	1	\$19,419,000	10.61%
SAM'S CLUB	1	\$15,323,220	8.37%
MINIERS SUPERMARKET	1	\$12,623,000	6.90%
JUBILEE FOODS	1	\$9,710,000	5.31%
TARGET	1	\$4,170,800	2.28%
ALDI	2	\$3,884,000	2.12%
SAVE-A-LOT FOOD STORES	1	\$3,884,000	2.12%
GRAND TOTAL	13	\$182,993,420	100.00%

AppCard From page 1



"Fueled by listening to the market and our retail partners, we have enhanced our develop-

ment efforts with one mission at hand – to offer independent grocers access to technology and AI that allows them to compete with the national grocers in an affordable way," Goldfinger said.

He added that AppCard has on-boarded hundreds of new stores, extended partnerships and introduced new coupon capabilities that increased engagement by five times in 2021.

Goldfinger mentioned the company also is continuing its relationship with Intel IoT Alliance and Intel Partner Connect as a Gold partner to simplify the way that data is captured and sent to the cloud.

"This is where Pinky comes in. Pinky is our machine learning and AI engine that does its magic and produces unmatched personalized marketing and reporting," Goldfinger explained. "Powered by Intel CPU, the latest AppCard Jbrain is a unique capability that offers more complex promotions such as TPR, two-tier pricing, continuity or community rewards.

"Like those before it, this version of Jbrain is the only one today that offers an off-line mode to secure continuous supportability."

AppCard partners with many wholesalers, ad groups and POS resellers. It works with more than 1,500 grocers throughout the country, from single store operations to large regional chains.

Product promotion

As a data-at-heart company, Goldfinger said AppCard helps promote products through the following ways:

- Digital coupons – whether nationally aggregated, wholesaler sourced, private label or retailer provided.
- Hundreds of different automated campaigns and offer modules that allow the retailer to promote products in accordance with program KPIs.
- AppCard combines POS data with CRM and marketing all on the same dashboard, making sure the correct offer is sent to the shopper at the right time. Promotion of products is communicated via text, email, its in-lane terminal and mobile app.
- AppCard's proprietary in-lane terminal, the NTR, is the primary consumer touch point. Once shoppers identify themselves at checkout, they will see all available coupons and promotions, and be able to view missed coupons that can be clipped for future purchases.

Going above and beyond

Goldfinger shared a recent event that demonstrated AppCard's solution going above and beyond for grocers. Neiman's Family Market, a Michigan-based grocer, held a "Shrimp Fest" promotion designed to boost shrimp sales during October and November through AppCard.

The promotion consisted of email and text campaigns to members about the shrimp sales, along with a few member-exclusive shrimp offers. The offer was a bulk shrimp sale pricing for members only on Oct. 30, 2021. Some of the metrics included:

- A 1,463 percent year-over-year sales increase on shrimp (16 units sold on Oct. 30, 2020, compared to 250 units sold on Oct. 30, 2021)
- Email sent to 15,071 shoppers on Oct. 12, 2021, which 3,130 people opened
- 524 shoppers spent \$28,080 altogether on that day alone
- About 34 percent of email recipients made a shopping trip

