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Simbe hire looks to support the next era of retail transformation

July 24, 2026



Simbe added a new executive to its leadership team as retailers around the world accelerate investments in enterprise-scale store intelligence. Sean Reardon joins as vice president of field operations, strengthening Simbe's ability to support rapid global growth.

[Read more](#)

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IFPA names Erik Larsen to drive traceability, data and industry standards

July 24, 2026

INTERNATIONAL FRESH PRODUCE ASSOCIATIONSM



The International Fresh Produce Association is deepening its focus on the future of the fresh produce supply chain, with Director of Supply Chain Erik Larsen leading the charge on the priorities that matter most to members: traceability, data sharing and the modernization of industry standards.

[Read more](#)

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Schnucks deploying AI shopping assistant

July 24, 2026



Schnuck Markets Inc. has partnered with VitalityIP to launch an AI-powered, agentic shopping assistant that will bring a personalized shopping experience to each customer by delivering nutrition guidance, meal ideas and product recommendations making it easier for customers to choose foods that support their respective lifestyles.

[Read more](#)

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Tops raises \$428K for children's hospitals

July 24, 2026



Tops Friendly Markets said it is grateful to the community and its associates for helping it raise over \$428,000 during the company's annual Children's Miracle Network campaign. The campaign ran at participating Tops Friendly Markets locations from June 14 through July 4.

[Read more](#)

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Giorgio expands into citrus with premium limes

July 24, 2026



Giorgio is expanding its portfolio with the launch of Vita Sana Sol, a premium brand of Persian limes grown on family-owned farms in Colombia.

Known for its vertically integrated approach to mushroom production, Giorgio is bringing the same commitment to quality, consistency and transparency to its newest venture. Every Vita Sana Sol lime is grown, harvested and packed under oversight throughout the growing process, ensuring premium

fruit from the grove to the retailer.

[Read more](#)

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Foodservice pros descend on Monterey for annual IFPA Foodservice Conference

By

John Groh, Adam Campbell and Debbie Miller

July 24, 2026



The Foodservice Conference

INTERNATIONAL
FRESH PRODUCE ASSOCIATION

MONTEREY, CA – The first day of the 2026 IFPA Foodservice Conference & Expo was capped off by an opening reception on the Custom House Plaza, here, on July 23 providing a festive setting for the foodservice buyers and suppliers in attendance to network and mingle. The reception followed a busy day that featured a mini expo for college and university foodservice operators; a round of buyer sourcing meetings; and a Women's Fresh Perspectives reception.

[Read more](#)

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-
- [Current page 1](#)
 - [Page 2](#)
 - [Page 3](#)
 - [Page 4](#)
 - [Page 5](#)
 - [Page 6](#)
 - [Page 7](#)
 - [Page 8](#)
 - [Page 9](#)
 - ...
 - [Next page »](#)
 - [Last page Last »](#)