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## Smart & Final introduces new shopping experiences

October 31, 2019

Smart & Final launched two customized online shopping portals at SmartandFinal.com and Business.SmartandFinal.com. The new platforms provide an experience tailored to the needs of Smart & Final household and business customers and completely integrate with a newly redesigned

The logo for Smart & Final, featuring the words "Smart & Final" in a bold, red, sans-serif font. The ampersand is stylized and smaller than the other characters.

website.

Household customers now can view weekly specials on Smart & Final's ad circular and instantly add items to a shopping list or to their cart for delivery. Shoppable recipes will streamline meal planning and allow customers to build and save customized shopping lists. Customers also can build a profile to reflect dietary allergies or preferences, and through each customer's account, they can manage subscriptions, payment options and purchase history. To ensure a seamless and helpful experience,

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the website also offers more intuitive shopping suggestions based on each shopper's views and previous purchases.

Smart & Final's business customers can now create an account under their business name, apply for tax exemptions, receive tax exemptions for online orders, and complete online payment for delivery orders.

With prices up to 25 percent lower than supermarkets, SmartandFinal.com pricing is consistent with the same low pricing customers can find in stores. Same-day deliveries for all customers are available in less than two hours for a delivery fee of \$4.99 plus a flat service fee of \$6.40.

Smart & Final has also released two new apps to reflect the new shopping experience. Customers on the Smart & Final app or Smart & Final Business app can easily transition between apps and the online site with their profile and cart intact.

"With the new SmartandFinal.com, we set out to create a simple and customizable shopping experience that's tailored to each person's needs," said Ed Wong, executive vice president and chief digital officer for Smart & Final. "Our customers want the convenience of delivery combined with the high-quality products and great value from our stores, but in one seamless online experience. We are excited to be expanding and improving our online presence and will continue to listen, test and explore new ways to enhance SmartandFinal.com."

The new platform is powered by technology partner Mercatus and delivered by Shipt, TForce and others who provide fulfillment of household and business orders. To provide maximum convenience to our shoppers, Smart & Final customers are also able to continue utilizing current partner marketplaces, such as Instacart and Shipt.

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