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The GIANT Co. to roll out Flashfood app chainwide

June 8, 2021

The GIANT Co. announced Tuesday, June 8 it is rolling out the Flashfood app to all GIANT and MARTIN'S stores following a successful pilot. The Flashfood app allows shoppers to purchase fresh food, including produce, meat, deli, and bakery products, nearing its best before date at significantly reduced prices.

The graphic features a dark blue background on the left with the text 'Save food. Save on food.' in white and green. Below this is the text 'Why let food go to waste? Flash deals are yours with the Flashfood app.' To the right is an illustration of a hand holding a smartphone displaying the Flashfood app interface with various food items. At the bottom, the GIANT logo is followed by a plus sign and the Flashfood logo, with 'Flashfood' in bold black text. To the right are the App Store and Google Play logos.

Save food.
Save on food.

Why let food go to waste? Flash deals are yours with the Flashfood app.

GIANT + **Flashfood**[®]

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First introduced in May 2020 at four GIANT stores in Lancaster, Pa., Flashfood is currently available at more than 30 stores. The rollout will place Flashfood at 170 participating GIANT and MARTIN'S stores by fall. The chainwide rollout of Flashfood begins with stores in Bucks, Chester, Delaware, Montgomery, and Philadelphia, Pa. counties, with additional stores joining each month.

“Our ongoing partnership with Flashfood is two-fold, providing our customers with access to fresh foods, while also helping to divert more than 250,000 pounds of additional food waste away from landfills,” said Glennis Harris, senior vice president of customer experience, The GIANT Co. “We’ve received great feedback over the past year from our customers, many of whom have told us they can eat more fresh food because of the program. We can’t wait to offer this program at all of our stores and to all of our customers this summer.”

By downloading the Flashfood app (free on iOS and Android), shoppers can browse deals on fresh items like meat, produce boxes, bakery items and snacks that are nearing their best before dates. Purchases are then made directly through the app and shoppers pick up their order the same day from the Flashfood zone located inside the participating GIANT or MARTIN’S store.

“Food waste is a massive contributor to climate change and we’re eager to tackle this complex issue in partnership with The GIANT Co., a clear leader on sustainability,” said Josh Domingues, Flashfood founder & CEO. “Flashfood is a triple-win for our partners, the planet and, most importantly, people. By introducing Flashfood chainwide, The GIANT Co. is making it possible for more than a hundred thousand families to access more fresh food this year.”

In addition to the Flashfood app, The GIANT Co. also has recycling and donation programs in place. Last year alone, through its Meat the Needs program and in partnership with Feeding America®, more than five million pounds of safe, consumable fresh food that would have otherwise gone unsold was frozen and donated to regional food bank partners.

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