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Stop & Shop expands Flashfood program, boosting sales and reducing waste

Stop & Shop is rolling out [Flashfood](#) to its Pawtucket and Providence, RI, stores following a successful pilot. Flashfood is a digital marketplace that strives to eliminate food waste at the retail level by connecting consumers with discounted food nearing its best-by date. As a result of the program's impact to date, Flashfood has diverted 30 million pounds of food from ending up in landfills throughout the U.S. and Canada and has saved shoppers almost \$90 million in aggregate on their grocery bills. Stop & Shop will be the first Rhode Island retailer to roll out this program for local customers.

Last year, Stop & Shop launched a pilot with Flashfood at four store locations in Worcester, MA. In eight months, the program resulted in nearly 35,000 pounds of reduced food waste, equating to 2,905 pounds of methane gas prevented from being released into the atmosphere. Based on the overwhelmingly positive impact of the program, Stop & Shop will expand Flashfood to more stores, beginning in Providence, where it will be available to customers shopping at all of Stop & Shop's four locations in the city as well as Pawtucket.

Using the Flashfood app, shoppers can save on fresh items like produce, meat, dairy and bakery items, as well as non-perishable foods and snacks that are nearing their best-by dates. Purchases are made directly through the app and customers then simply pick up their order from the Flashfood zone located inside their participating Stop & Shop store.

"Each year we aim to give back to the communities we serve in an effort to fight hunger, food waste, and help our shoppers save money," said Gordon Reid, president of Stop & Shop. "Alongside our community donation programs, Flashfood is another program we're excited about to give our customers a new opportunity to save on fresh foods. We've already seen how the program helps families significantly save money on their grocery bills, while also helping our environment."

The latest expansion will make Flashfood available at five Stop & Shop locations.

"Food waste has been a challenge for the grocery industry for decades, so we are excited to continue working with sustainably-minded partners like Stop & Shop to help alleviate this crisis," said Josh Domingues, founder and CEO of Flashfood. "Our retail partners are seeing first-hand how through innovation, we really can make an impact. As of this month, the combination of all our retail partnerships have resulted in diverting 30 million pounds of food from ending up in landfills, and this is just the beginning!"

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