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## California retailer partners with Flashfood

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Vallarta Supermarkets, one of the largest Latino-owned supermarket chains in California, partnered with [Flashfood](#), a digital marketplace that provides customers access to heavily discounted food nearing its best-by date. The five-store pilot will bring the app to Los Angeles County shoppers in Palmdale and Lancaster for the first time, expanding Flashfood's presence across the U.S. from coast-to-coast.

Flashfood aims to eliminate food waste at the retail level by connecting shoppers with savings up to 50 percent on food nearing its best by date that would otherwise be thrown away. The partnership will enable consumers to save big on everyday grocery items like meat, produce boxes, dairy and bakery items, as well as center-store foods and snacks at five Vallarta stores.

The Flashfood app allows shoppers to browse and buy their groceries. Purchases are made directly through the app and customers can simply pick their order up from the Flashfood zone located inside their participating Vallarta store. The pilot partnership will not only save shoppers money but will drive further impact for the planet by reducing the amount of perfectly good food reaching landfills. To date, the Flashfood app has diverted 40 million pounds of food from reaching the landfill and has saved shoppers more than \$100 million on their groceries.

"Partnering with Flashfood enables us to connect our communities with discounted groceries at their local Vallarta store," said Andrew Lewis, vice president of marketing for Vallarta Supermarkets. "As a proven sustainability leader, Flashfood will not only help our shoppers save up to 50 percent on groceries but will also effectively reduce the amount of food reaching the landfill and further our commitment to zero waste."

"An estimated one in nine Americans are food insecure, including more than 15 percent of shoppers in Lancaster and Palmdale," said Flashfood CEO and Founder Josh Domingues. "We are proud to partner with Vallarta, who is deeply committed to serving their community to offer shoppers more affordable groceries, while in turn reducing food waste. This pilot partnership is exciting because it also marks Flashfood's entrance into the West Coast and expands our footprint across the country."

Today, Flashfood can be found in more than 1,210 participating grocery locations in the U.S. and Canada.

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