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Sanwa strengthens wholesale distribution business using Pepper's platform

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[Sanwa Food Group](#) has launched a new digital ordering platform for Sanwa Fresh, the wholesale distribution portion of its business. Sanwa Fresh customers will now have the capability of placing orders across multiple devices with the help of the new ecommerce platform, powered by Pepper.

[Pepper](#) is a leading e-commerce platform built for food distributors, leveraging easy and intuitive ordering. Clients across the U.S. and Canada use Pepper to power their e-commerce experience for thousands of restaurants, grocery stores, and convenience stores.

Historically, Sanwa Food Group's retail portion of its business, Sanwa Farmers Market, has been the champion of customer experience within the company. The consumer-focused and low cost offerings include a club-style warehouse without any of the typical membership fees, and a wide selection of multicultural food products at different packaging stages. The company is now making the same effort on the wholesale side of its business to bring Fresh customers best-in-class service by transferring to Peppers platform.

Sanwa Fresh offers "farm to fresh" produce and ethnic food with service to restaurants, grocery markets, and produce stands — delivering to customers spanning 150-plus miles from each of its five distribution centers across the Florida and Georgia markets. The platform has already helped streamline and reform its Fresh business by significantly increasing sales, reducing errors, and saving time on back-office tasks. In parallel, the platform has been well received by multiple Sanwa Fresh customers. Sanwa's goal for its recent tech investment is to improve the lives of each and every one of its customers.

Pepper's mission is to modernize the food supply chain with its full service online ordering catalog and payment system that helps food distributors reach their full potential by growing sales, saving time, and lowering expenses. "Pepper generates transformational results for its partners and their customers. On average, clients see an average of 15 percent in sales growth, 77 percent reduction in order entry time post-adoption, and 92 percent buyer satisfaction," said Erin Graham, vice president of operations and strategy at Pepper.

"This is why we do what we do," said Graham, "receiving customer feedback about increasing someone's quality of life is unmatched. We are grateful for our partnership with Sanwa that allows us the opportunity to positively impact customers."

Today, the Sanwa mobile app powered by Pepper, can be found in both the Apple and Google Play Stores and through a new online ordering website. Customers log in to quickly compose an order from their order guide, or browse the catalog to discover new items and the latest promotions. The app and website empower distributors and their customers with a seamless ordering experience and fast, secure digital payments — all backed by Pepper's centralized customer service.

