



- Advertisement -

Schnucks to launch smart salad bars

March 22, 2023

Schnucks will bring AI-powered smart salad bar to 22 locations, providing its customers with fresh, better-for-you food that is both accessible and affordable. The company behind the salad bars, Picadeli, is a leader in food tech dedicated to driving traffic into retail and grocery through its smart salad bar experience.

Available at select Schnucks locations in Missouri and Illinois, as well as its Eatwell Market banner locations, Picadeli's modular in-store salad bar concept redefines fast food and provides grocers and retailers a smart, safe solution that grows sales with a turnkey, fresh food platform.

Picadeli's business model is proven in the U.S., in addition to Europe, where it is a leader in healthy fast food, with more than 2,000 salad bar locations across seven countries. Its technology creates efficiencies that prioritizes sustainability through lower food waste, while reducing labor, lowering break-even and increasing profitability for retailers.

"We know customers are looking for convenient, healthy food options, and they're going to love the fresh new experience of Picadeli," said Ted Schnuck, executive vice president of supermarkets at Schnuck Markets Inc. "With Picadeli's AI technology, customers will have the freshest food available to them on the salad bar via its digital management and re-ordering system. We are thrilled to offer our customers a customizable, fresh and healthy food option that complements our existing prepared foods offerings."

Through its innovative technology and patented hardware, Picadeli allows for full traceability of its supply chain and operations, as well as QR-code scanning to ensure products do not stay out longer than allowed, signaling the need for refilling and AI re-ordering. Its digital capabilities have become increasingly important in today's challenging labor market and prioritizes sustainability by reducing food waste.

Picadeli's salad bar is customized for each location, learning what ingredients are most sought after in its various markets. Its technology also prioritizes food safety, with the design comprised of hygiene first materials, technology-enabled shielding hoods, automatic hand sanitizer and bowl dispensers. Its innovative mounting system for utensils ensures that the handle is never in contact with food, and that products are not mixed.

"Schnucks is a digital leader in the grocery space and their deep understanding of the intersection of technology, operational excellence, and high-quality food makes them an ideal partner for Picadeli," said Patrik Hellstrand, CEO of Picadeli U.S. "Retailers today are faced with the unique challenge of both a tight labor market and the demand by consumers for a memorable in-store experience that drives traffic away from delivery apps and into the store. Picadeli has proven to answer both, and most importantly solves the overarching food problem in America: to provide healthy, affordable, fresh food fast. We have demonstrated that we work in markets big and small and that the need for fast, fresh food is universal. We are thrilled to introduce Picadeli at Schnucks, a well-respected family owned business for generations, and to accelerate our growth across the country."

Picadeli launched in the U.S. in October 2021 and currently partners with leading U.S. retailers Albertsons (Safeway, ACME, Kings), Ahold Delhaize (The Giant Co.), Sodexo and now Schnucks.

[Print](#)