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Associated Wholesale Grocers partnership sets a new (salad) bar for fresh food

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Associated Wholesale Grocers Inc. and Picadeli, a leading in-supermarket tech-enabled modular salad-bar with fresh food, announced a partnership to revolutionize fresh food options for consumers and boost the competitive edge of AWG member retailers.

AWG and Picadeli are working closely together to implement a cutting-edge salad bar solution that drives consumer engagement and sales growth for AWG member grocery stores, ensuring that these retailers can offer high-quality, convenient and healthy meal options that are affordable. By leveraging Picadeli's innovative salad bar technology and AWG's extensive network, the partnership aims to enhance the shopping experience, increase customer satisfaction and, ultimately, boost the profitability and competitiveness of AWG member retailers.

Picadeli leverages technology, a unique, innovative business model and a distinctive approach to solving the lack of affordable, better food more efficiently and effectively than traditional methods. The partnership aims to revolutionize the fresh food offering at AWG members' stores by providing convenient, healthy and sustainable salad bars. Picadeli and AWG are committed to disrupting the conventional fast-food landscape by offering a superior alternative that aligns with modern consumer demands for healthier, more customizable meal options.

"We're excited to partner with Picadeli, and this partnership is another way that we fulfill our mission to our member retailers by providing all the tools, products, and services they need to compete favorably in all markets served," said Dan Koch, AWG group vice president of perishables. "By integrating advanced technology into members' operations, ensuring sustainable sourcing, and maintaining high standards of food quality, AWG and Picadeli are not only meeting the current needs of our members but also setting new benchmarks for the industry."

"At Picadeli, we are passionate about making a better meal on the go affordable and accessible. We are thrilled to announce our partnership with Associated Wholesale Grocers, Inc. to bring our concept to their committed group of members," said Patrik Hellstrand, CEO of Picadeli U.S. "AWG's dedication to providing exceptional service to its members to create the best customer experience aligns perfectly with our mission. We are excited to introduce their members' customers to a new dimension of choice and customization."

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