

Grocery Outlet

USING THE iProMOH for IN-STORE MESSAGING



Overview:

Grocery Outlet is one of the largest extreme-value grocery retailers in the United States with 135 stores and over \$700 million in annual sales. They recently replaced their older in-store messaging equipment with Intermedia's iProMOH systems which has made their independent store operators ecstatic.

Problem:

Grocery Outlet stores had older Nel-tech SoundBrick 1350 and 1400 systems with a variety of public address hardware. These Nel-tech tape-based systems were so difficult to use many of the store operators didn't use them at all; and it was virtually impossible to get messages from Grocery Outlet corporate, out to the stores.

Solution:

Grocery Outlet wanted to have in-store messaging in all of their locations that would allow the parent company to provide stores with consistent pre-made ads. However, they needed the system to be so easy to use that the local stores could make their own custom ads whenever they needed them. Bruce installed 12 iProMOH single channel 60 minute systems in select stores for a 2 month test. Then he setup an online internet portal called "Adcaster Central" so store owners could listen to messages, choose which ones they wanted and easily download them directly into their iProMOH systems with a few mouse clicks. The test was such a success that they rolled the iProMOH systems out to all stores.

Benefits:

With the iProMOHs and Adcaster Central now installed in all 135 stores, Grocery Outlet and their independent operators are ecstatic. Sales and profitability have increased, inventory is selling faster, staff is more productive and messages are professional and consistent between stores. Store operators can quickly and easily download corporate messages from Adcaster Central, or they can create their own ads to promote products that aren't selling well, thereby moving inventory out the door faster and increasing sales. Gian Rossini, a store owner in San Jose, California, estimates sales in his store have increased at least 10% because they can generate enthusiasm in the store, promoting themes and events and making it fun for shoppers.

What independent operators are saying?

Mike Sr. from Eureka Grocery Outlet says, "You have hit a home run with the new system! We LOVE IT and I believe our customers are enjoying it too." John Haynes from Monroe Grocery Outlet writes "I hated the old system, but I love this new one! Thanks for making this such an easy and fun tool to use. The customers love it and the employees love it, great job!" Mae Respicio from Bremerton Grocery Outlet says, "This system is awesome, it is so easy to use and so operator friendly. We LOVE IT! We play our ads every 5 minutes; just having them running creates that extra buzz in the store." Jason Lagan from East Modesto Grocery Outlet explains, "This new Adcaster system has been an unsung hero to driving sales." Gian Rossini, a Grocery Outlet store owner in San Jose writes, "The system is an asset to my business. Its ease of use and numerous options makes it a pleasure to own and utilize on an everyday basis in my store. It has definitely made a positive impact on my business and my customers."

Grocery Outlet:

Founded in 1946, Grocery Outlet is a third-generation family-owned company based out of Berkeley, California. They offer extreme bargains on brand name merchandise, with prices often up to 50% less than conventional retailers. As the largest "extreme-value" grocer in the U.S., Grocery Outlet has over 135 locations in Arizona, Idaho, California, Nevada, Oregon and Washington. Grocery Outlet carries refrigerated and frozen foods, fresh produce, organics, dry groceries, beer, wine, health and beauty care, vitamins, household products, toys and gifts. Most stores are family run and independently operated.

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