

Food Distributors Target Five Categories for Data Sync

LAWRENCEVILLE, N.J. (Supermarket News March 27, 2006)

Six food distributors that have announced a category-specific approach to data synchronization are focusing their efforts on suppliers of tobacco, frozen vegetables, sugar, hair care and packaged meats. The companies include Associated Food Stores, Associated Wholesale Grocers, Supervalu, Unified Western Grocers, Wal-Mart Stores and Wegmans Food Markets. "Those companies have not seen a strong commitment from those categories so they are focusing there," said Dave Garcia, vice president of marketing, 1SYNC here, the data pool for the six companies. "They asked those suppliers to be in sync with them by the end of the first quarter," said Garcia. "We have seen an increase in activity and expect to see more."

Michael Garry