FreshIQ™

Quick Facts

1989
Established in 1989

Headquartered in Tampa, Florida

Global presence with an office in Cambridge, United Kingdom

130+
130+ retail chains installed in over 13,000 stores

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ADC Executive Summary

Our Mission

It is all about keeping things fresh. We are focused on being fresh food technology innovators and our industry leading software, FreshIQ™, enables our customers to tell their fresh story. ADC believes the days of instinctive merchandising are numbered. More than ever, retail merchandisers need data driven technology to forecast the right amount of product availability, all while maintaining product safety and keeping fresh food profitable.

Our History

ADC was founded in 1989 by retail technology veterans seeking to improve device communications.

Today, ADC has leading end-to-end retail solutions for fresh item management through our FreshIQ™ platform, covering all aspects of fresh operations including ordering, production, inventory management, labeling and recipe management.

Our Customers

Deployed in 130+ grocery and convenience chains with more than 13,000 stores. Some of our customers:

Ahold Delhaize · Auchan · Brookshire's food&pharmacy · Brookshire Brothers FOOD & PHARMACY · Carrefour

ECONO · FOODSTUFFS Proudly New Zealand · GIANT EAGLE · Hannaford · Harris Teeter Neighborhood Food & Pharmacy

Key Food FRESH · Kum & Go · meijer · Publix · SUPERVALU

Wakefern FOOD CORP. · Winn Dixie

Customer Support

Nothing is more important to us than our customers. Our dedicated Customer Success team is available from 8:30am-5:30pm EST, with emergency support available after hours to ensure the FreshIQ™ platform is always working properly.

Interested in Learning More?

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FreshIQ™

Customer Successes

Using FreshIQ™, our customers are seeing impressive results in their fresh operations, including:

10%

Up to 10% increase in sales

50%

Up to 50% reduction in food waste

60%

60% reduction in markdowns

8%

Up to 8% increase in gross margins

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Solutions for Managing Fresh Foods

The ADC FreshIQ™ platform empowers fresh food retailers with solutions that make fresh possible (and profitable) in their stores. The platform comprises of five main components which include:

Recipe Management

New mobile friendly recipe management solution takes the guesswork out of recipe and ingredient management by generating legally-compliant allergen statements, nutritional facts, and labeling panels for your fresh items. Quickly calculate the costs of everything you make and better understand your true margins by including food waste, labor and markdowns.

Label Printing

The industry's leading, multi-vendor device solution that allows grocery and convenience stores to choose any variety of barcode labeling scales and printers for their stores. Design your own label layouts (including color) to help bring attention to your products.

Inventory & Waste Capture

Get a 360-degree view into your store's inventory with ADC's FreshIQ™ inventory and waste capture solutions. From the time it reaches your backroom, to the time it is sold, ADC is here to help increase your sales margins while reducing food waste.

Production Planning

Improve operational efficiency, increase sales margins, and reduce food waste in your fresh food departments by enabling technology to track in-store. From prep to packaging, you will have visibility into your fresh operations to see what was made and when it was made and track compliance against forecasted production, all resulting in improved margins and efficiencies.

Fresh Ordering

Integrate the flow of online orders into production plans that are being created for your stores, central commissaries and production facilities. Production associates are presented with plans that include the total quantity to be produced as well as the amounts required to fulfill online orders in time for the specified pickup/delivery date and time. In-Store Computer Generated Orders (CGO) can be reviewed and submitted to ensure that raw materials are received in time for production.

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