

# How ICA Kvantum Sannegården is Pioneering Food Waste Prevention and Profitability



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**40%**

reduction in waste

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**1%**

increase in overall profitability

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Working with Upshop has really made mine and my colleagues' work load a whole lot easier and more efficient. They are as passionate about reducing food waste as we are.

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**Amanda Prates,**  
Sales Manager, Fish  
and Deli

## The Customer

ICA Kvantum Sannegården, located in Lindholmen, Gothenburg, is part of Sweden's leading grocery chain. This innovative hypermarket, with roughly 100 employees, is situated in an area known for its technological advancements — making it the perfect testing ground for cutting-edge solutions to reduce food waste.

## The Roadblock

Like many other stores, ICA Kvantum Sannegården faced the following challenges:

- Time-consuming manual date checks leading to inefficiency.
- Static discounts that failed to optimize markdowns based on real-time data.
- Difficulty engaging customers in the broader mission to reduce food waste.

These obstacles were resulting in unnecessary waste and inefficiencies in daily operations.

## The Solve

In 2019, ICA Kvantum Sannegården became the first store to pilot Upshop's food waste reduction tools. By implementing our date-checking app, the store was able to significantly streamline the labor-intensive task of manually monitoring product expiration dates. The app reduced the number of checks needed, alerted staff to soon-to-expire items, and improved accuracy.

Additionally, our Markdown Optimization tool allowed for more intelligent markdowns, adjusting discounts based on each product's unique data, ensuring products were sold at just the right price.

The store also embraced their in-store sustainability screens, which highlight offers on products at risk of going to waste. This not only informed customers about ongoing sustainability efforts but also incentivized them to purchase these items, helping the store reduce food waste.

## The Impact

Thanks to this partnership, ICA Kvantum Sannegården has achieved impressive results:

- 40% reduction in food waste since using our solutions.
- 1% increase in overall profitability, demonstrating that sustainability and business performance can go hand in hand.



**To learn more:**  
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<https://upshop.com/>

Upshop is a global leader in total store operations technology. Our platform streamlines forecasting, ordering, production, and inventory optimization for food retailers. Serving over 450 retailers and 50,000 stores, we enhance operations across Fresh, Center, DSD, and eCommerce departments, driving improvements in sales, shrink reduction, food safety, and sustainability. With a focus on simplifying tasks and connecting teams, our technology empowers retailers to operate smarter and more efficiently.