



Fox Bros. Piggly Wiggly Cuts Major Waste and Delivers on Sustainability

Upshop's expiration date management solution helps Fox Bros. Piggly Wiggly streamline shrink efficiency and elevate sustainability.



The Customer

Fox Bros. Piggly Wiggly is southeastern Wisconsin's 100% employee-owned grocer. The chain operates nine stores across southeastern Wisconsin and produces award-winning brats, sausages, and snack sticks. The chain is young in the industry (founded in 1988), but already distinguished; consistently being rated a top grocer and employer in the Milwaukee area.

The Roadblock

Product rotation calendars weren't catching every expired product on the shelf, and manual section checks were slow and inefficient. Fox Bros. Piggly Wiggly needed a better way to check dates, mark down products, and discard expired items.

The Solve

Expiration date management that allows workers to manage expiration in real time and sell products before they turn into waste. With DCP on their team, Fox Bros. Piggly Wiggly can identify, discount, and sell food prior to expiration—all while saving big time and ROI.

The Impact

Fox Bros. Piggly Wiggly gained significant shrink savings—and most importantly, hit 180% ROI after just one month. Later, 226%. With time-saving expiration management, Fox Bros. Piggly Wiggly staff can spend valuable time elevating the shopper experience.

6,294
units saved

226%

ROI

\$8k

shrink savings
per store

Upshop has exceeded our expectations. We're able to use resources in other ways that directly benefit customers. Whenever we can give more time, attention and service to our customers, it's beyond valuable. Expiration date management works."



Mike Olwig, President of Fox Bros. Piggly Wiggly



Sustainability win: Fox Bros. Piggly Wiggly eliminates excess waste through simplified expiration date management

Pick a product, any product. If you get it from a Fox Bros. Piggly Wiggly in southeastern Wisconsin, it's guaranteed to be fresh.

The employee-owned supermarket chain uses Upshop to manage expiration dates in all nine of its locations. That means expired products are a thing of the past.

Upshop's expiration date management system helps staff find, discount, and sell products while they're still within optimal freshness dates. It connects staff to SKU-level data and automatically notifies them before a product expires. Product images, aisle locations, and prompts help them locate it fast. Then, they can discount food to help it sell—saving customers money and the grocer significant waste.

"We're definitely selling more product that otherwise would have been discarded," says Mike Olwig, president of Bros. Piggly Wiggly.

Finding needles in the haystacks

It wasn't always so easy—before Fox Bros. adopted the solution, the grocer used product rotation calendars to manage for expired products. Spot-checking was spotty; manually checking entire sections was unbearably time-consuming. And staff were often pulled away for higher-priority tasks. The process left massive room for error—and took valuable attention away from customers.

The chance that customers could find expired products in their carts was unacceptable. Not to mention the high cost of discarding expired foods.

"The desire to offer customers the best shopping experience possible drove us to look into Upshop," Olwig recalls. "Our customers should never have to worry about purchasing an outdate product in our stores."

The test that took off

Fox Bros. Piggly Wiggly created a pilot program to test the solution from January to June 2021, three of its nine stores testing the app-based software to track expiration dates.

Over that six-month period, Fox Bros. Piggly Wiggly saved nearly 6,300 units from being discarded. The stores retained more than \$24,000 in shrink savings—the project paying for itself. ROI hit a magnificent 226%.

And one of the most valuable outcomes? Time. Operational energy could be redirected toward the top priority of customer experience.

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