

Mego Expands Upshop Expiry Management Solution to All 90 Stores

GOTHENBURG, Sweden (September 11, 2024) – Mego, one of Latvia’s leading retailers, has taken a bold step forward in its commitment to sustainability and operational excellence by rolling out Upshop’s Expiry Date Management solution across all 91 stores. This initiative highlights Mego’s commitment to minimizing food waste, enhancing operational efficiency, and delivering the freshest products to their customers.

The partnership between Mego and Upshop is set to make a significant impact on the Latvian retail landscape. By integrating Upshop’s cutting-edge technology, Mego is addressing key challenges in the food retail sector: waste reduction, time management, and sustainability. The solution streamlines expiry date tracking, which saves Mego’s employees up to 2 hours daily, allowing them to focus on delivering the best possible shopping experience.

Mego’s choice to implement Upshop’s solution across all stores follows extensive testing that revealed significant benefits, including real-time data and insights for improved decision-making and streamlined inventory management. With these advantages, Mego is not just meeting but exceeding industry expectations.

“At Mego, our mission is to provide our customers with fresh, safe, and affordable food every day,” said Aleksandrs Afanasjevs, Head of Marketing Department. “By partnering with Upshop, we’re able to enhance our operations, reduce waste, and contribute to a more sustainable future for our community.”

Looking ahead, Mego aims to reduce unsold products by 50% over the next two years, with aspirations to achieve even greater efficiencies as they continue to refine their operations. This rollout represents a key milestone in Mego’s ongoing journey toward sustainability and operational excellence.

“This partnership with Mego exemplifies Upshop’s commitment to empowering retailers with the tools they need to thrive in today’s complex market,” said Kristoffer Hagstedt, Managing Director of Europe at Upshop. “We are proud to support Mego in their mission to deliver the freshest and healthiest food to their customers, every day.”

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About Upshop

Upshop is the leading global provider of technology for total store operations. The enterprise operating platform is designed to streamline forecasting, ordering, production, and inventory optimization processes for food retailers. Our technology experience simplifies and enhances associate tasks, promoting smarter and more interconnected operations across Fresh, Center, DSD, and eCommerce departments. With over 450 retailers and 50,000 stores relying on our mission-critical operations platform, customers have witnessed profound enhancements in sales, shrinkage reduction, food safety, and sustainability throughout their stores.

To learn more about the Total Store Operations Experience, visit <https://upshop.com/>, and watch customer testimonials at <https://www.youtube.com/@upshopretail>

About Mego

Mego, a company with 100% Latvian capital, has been operating since 1999 and will celebrate its 25th anniversary in 2024. The chain consists of 90 stores under the Mego brand, employing more than 2,500 people. According to "TOP 500 Largest Companies in Latvia" by "Dienas Bizness," SIA "Mego" is among the top 30 enterprise groups (conglomerates) in Latvia.