



Shrink less. Grow more.

Turn unsold food into shoppers and profit—fast.

What is Flashfood?

Flashfood is a marketplace that connects grocers with a fast-growing community of 1.4M+ shoppers who want affordable groceries and care about reducing waste. By posting short-dated or overstocked items in the app, you recover margin on food that might otherwise be lost—while attracting new customers who visit more often and often become some of your most loyal shoppers.

The Flashfood impact

2K+

grocers in North America
partner with Flashfood

1.4M+

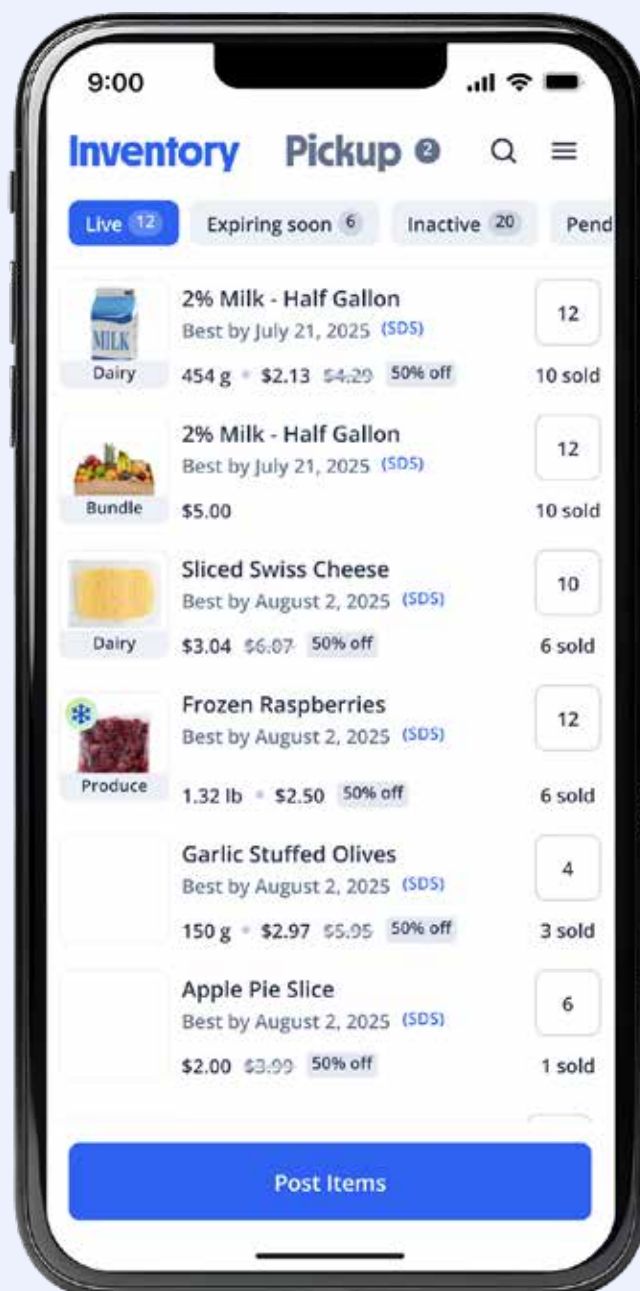
shoppers in our engaged
app user network

27%

average shrink reduction

150M+

pounds diverted from
landfills and counting



Why grocers love working with us



Attract new customers

1 in 4 Flashfood shoppers visit their pickup store for the first time through the app. Many return weekly, adding nearly one extra trip per week.



Boost in-store sales

Shoppers spend an extra \$28+ per trip while picking up their orders. More trips = more full-price sales.



Drive repeat visits

65% of Flashfood users shop more often—3.9× visits per month on average—helping you build loyalty with a hard-to-reach segment.



Cut waste, not profit

Shrink drops by an average of 27% when items are listed instead of written off. This keeps food out of landfills while connecting you with sustainability-minded shoppers.

Who is a Flashfood shopper?

Adventurous

They're eager to try new stores that carry Flashfood — and spend \$28 more per trip when they do.

Engaged

They come back more often, making 3.9 trips per month on average.

Savvy

They build Flashfood into their weekly routines, opening the app 3.3× per week.

Purpose-driven

They're values-oriented, not just value-oriented — reducing waste and supporting sustainability.

Core demographic

Primarily college-educated women, ages 25–45, <\$100k+ HHI.

How it works

1. Identify items to be posted on Flashfood during daily rotations and culls
2. Post items to the Flashfood app (remove from store inventory) and place them in the dedicated cooler or dry rack in Flashfood zone (front or back of house models available)
3. Customers purchase posted items through the consumer app and visit the store to pick up their orders
4. Net funds are remitted via ACH (US) EFT (Canada) Monthly

Get started



Quick call with our team to explore how to implement Flashfood in your store(s) and start driving results.



Easy setup on existing devices with fast training.



Start posting 5+ items daily to win new customers and drive revenue.

