



Associated Grocers of New England Case Study



www.agne.com

Executive summary

REACH

Converted customers to first-time attendees

GROW

Built a platform that is competitive and creates new opportunities

PROTECT

Utilized new technology to streamline ordering and negotiating

"We needed a platform that would work not only for our trade shows but also be a platform we could utilize for other off-season, promotional events."

Background

Associated Grocers of New England, Inc. is the largest retailer-owned, wholesale grocery distribution center in New England. Serving the needs of independent retail grocers of every store size and format: multi-store independent supermarket groups, community supermarkets, country stores, and convenience retailers. Twice a year, AGNE hosts its CORE Food Show. These food shows, hosted in the Spring and Fall, offer the retailer an in-depth look at the variety of products that their vendors carry.

"We wanted to make sure we were working with a flexible partner, and we were. The platform we were building allowed for those different nuances, really creating a flexible and adaptable selling platform."

Challenges

Associated Grocers of New England is continually growing and evolving as an organization and with that, they must make sure the selling platform they are using is working for them. They wanted to build a platform that would work beyond trade shows and could be used for other off-season, promotional events. As Rebecca Mertz, Category Merchandiser for AGNE explained, they were “building for the future.”

AGNE was also looking for a selling platform that emphasized vendor negotiations, and that could evolve with industry changes. A dynamic vendor negotiations function was very important. Mertz stated, “We wanted to be able to have more of a conversation with our vendor partners, a platform that allowed for a dialogue, not simply data entry.”

A unique challenge Associated Grocers faced was that it is not one-size-fits-all. The Category Merchandiser explained, “We have a lot of unique circumstances, so the biggest struggle is accommodating these various needs.” Because of the many variables, AGNE needed a platform that was adaptable to their needs and that could make the onboarding process easy for all users. “We wanted to make sure we were working with a flexible partner and to make sure the platform we were building allowed for those different nuances, really creating a dynamic and adaptable selling platform.”

TOTAL ORDER
21 Cases

TOTAL SALE PRICE
\$140.35

TOTAL DISCOUNTS
\$69.65

FIXED DELIVERY
OFF

Associated Grocers of New England
Exhibit Hall

Search the Show

Showcase

Booths

Products

12 Month History

AG
New England

New Items

NEW
ITEM

Top Convenience Store Items

AG
Associated
Convenience Grocers

A DIVISION OF ASSOCIATED GROCERS OF NEW ENGLAND, INC.

Filters

Products

Multi-Order

Order selected items

AIRHEADS SOFT BITES BAG

+/ 23984 / PERFETTI VAN MELLE USA IN / 6.000Z / 12 / \$10.00 / \$1.60 / \$8.40

Order

AIRHEADS X SOUR PEG

+/ 23977 / PERFETTI VAN MELLE USA IN / 6.000Z / 12 / \$10.00 / \$1.60 / \$8.40

Order

APL DANISH 2PK

+/ 71906 / BROS SUGAR BAKERY INC / 4.500Z / 12 / \$10.00 / \$1.00 / \$9.00

Order

BLUBRY CHS DANISH 2PK

+/ 71904 / BROS SUGAR BAKERY INC / 4.500Z / 12 / \$10.00 / \$1.00 / \$9.00

Order

AGNE was able to showcase important items with filters for customer history and new items.

The solution

Transitioning to a new platform and hosting a virtual event for the first time can be an especially stressful undertaking, but the Perenso team “made it as easy as it could have been,” says Mertz. Associated Grocers of New England was impressed with the flexibility and the adaptability of the Perenso platform. Perenso was able to cater to the various needs of AGNE and allowed for the various nuances that a CORE Food Show required.

Associated Grocers of New England was especially excited about the Perenso platform’s vendor negotiations functionality. “There was a huge emphasis on negotiating and that is what was particularly appealing about Perenso. Having the ability to negotiate with vendors, we were able to make sure we had the right products, at the right price for our customers.” And, according to Mertz, post-show feedback showed that vendors and buyers found the negotiations portal particularly easy to use.

The Perenso platform also made it easy for customer attendees to navigate the show with various filters and search options. They were able to showcase groups of items and filter by customer history, new items, and suggested products. Attendees could effortlessly explore the show using the searching feature. They could search by item code, description, vendor, etc. Mertz explained, “What Perenso allowed us to do with customer history, being able to locate an item without a book, and being able to categorize items in a different way was a huge plus for us. Those things helped make our first virtual show dynamic.”

To assist with the onboarding process, the Perenso team provided training guides for everyone involved in the show both internally and externally. AGNE was very impressed with the onboarding process. “Having the live trainings recorded plus the PowerPoints Perenso supplied were hugely helpful and very well done.”

"Perenso helped bring us to where we want to be."

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Future plans

Associated Grocers of New England is excited for the future, and about what they have created with Perenso. They will be hosting their CORE Food Shows this Spring and Fall, and they look forward to being able to utilize similar approaches for additional off-season, promotional events as well. When describing Associated Grocers of New England’s partnership with Perenso, Mertz said, “It’s allowing us to grow with a modern approach and a new vision. I feel very confident that we’ve set ourselves up for future success, and I’m excited to see this evolve!”

AGNE - Associated Grocers of New England: 9/14/2020 - 9/16/2020

Client Portal v9.35.1.842
Logged in as Lauren (SaharaBrown)

Summary Negotiation Products Interactions Cloud Booth Setup Reports

All Allowances Unlocked (16) Awaiting my Approval (16) Waiting on Others (0) New Comments (0) Locked (10)

Search By: Description Keywords Status: < All > Delivery Group: < All >

Brand: < All > Category: < All > Show Products: With and Without Allowances

Sort By: Product ID Results Per Page: 30

With selected... 0 Products selected. Save Changes

	Product ID	Vendor Name	Vendor Number	Description	Pack Description	Size Description	Brand	Comments	Delivery Group	Current Allowance	Net Weight	Allowance Type	Status	Extra Notes	More Info
<input type="checkbox"/>	000051850			zzzz_flatcash Topco- Bakery Dot Show				ⓘ	Flat Cash	Edit	0	CS	Locked		
<input type="checkbox"/>	74092	DOT FOODS	155BA	SWEET P CHOC CHIP CKY	12	12.500Z	SWEET P	ⓘ	10/07, 10/21, 11/4, 11/18, 12/2, 12/16, 1/6, 1/20	Edit	14.4	CS	Locked		
<input type="checkbox"/>	74093	DOT FOODS	155BA	SWEET P YLLW BLUE FRSTD CKY	15	13.500Z	SWEET P	ⓘ	10/07, 10/21, 11/4, 11/18, 12/2, 12/16, 1/6, 1/20	Edit	15.88	CS	Open		
<input type="checkbox"/>	74094	DOT FOODS	155BA	SWEET P BROOKIE	8	13.000Z	SWEET P	ⓘ	10/07, 10/21, 11/4, 11/18, 12/2, 12/16, 1/6, 1/20	Edit	8	CS	Locked		
<input type="checkbox"/>	74095	DOT FOODS	155BA	SWEET P SUGAR GRN WHT FRSTD	15	13.500Z	SWEET P	ⓘ	10/07, 10/21, 11/4, 11/18, 12/2, 12/16, 1/6, 1/20	Edit	15.1	CS	Open		

The vendor negotiations portal is dynamic and easy to use.