



Weis Markets to Implement Itasca Inventory Optimization Solutions

Regional powerhouse trades up to Itasca Magic™ inventory management and ordering software in all its supermarkets to achieve superior service levels and minimize waste

SUNBURY, PA [January 23, 2020] – Weis Markets, Inc. has selected the Itasca Magic™ Computer Generated Ordering (CGO) and DSD Receiving solutions to replace existing legacy software for its retail locations, including more than 170 stores that offer its *Weis 2 Go Online* pickup and delivery services.

The publicly-traded supermarket company with 198 stores in seven states anticipates store-level inventory optimization will help it reduce excess inventory and product spoilage by ensuring sufficient product is always available to meet consumer demand without excess. This is especially challenging in stores where online orders are fulfilled.

Itasca Retail's software uses historical sales data and current shelf and selling conditions to calculate the exact right order amounts for tens of thousands of items at any time of the day. This ensures each store always has the right stock levels to fulfill shopper demand in all departments, shelf-stable and perishable.

The CGO system combines sophisticated algorithms, artificial intelligence and machine learning along with deep understanding of the North American grocery replenishment process to generate impressive gains in sales and productivity. It simultaneously reduces inventory, shrink, product-handling and vendor credits. Retailers that use Magic experience sales gains along with inventory and shrink reduction.

Weis Markets faces significant competition across its seven-state market-area, so serving customers dependably with in-stock products is paramount. Additionally, the company is known for community involvement – it supports local farmers, contributes to food banks through its Fight Hunger program, and is committed to reducing its environmental impact and waste.

“Computer-Generated Ordering has enormous potential,” said Greg Zeh, Weis Markets’ CIO. “We are pleased to be working with Itasca. They are a market leader that will help us move our business forward and serve our customers more efficiently. This collaboration will help us deliver what our customers have come to expect from Weis Markets’ stores: outstanding value and quality with excellent in-stock conditions.”

Jeff Kennedy, Itasca Retail's President and Co-Founder, said, "We are thrilled to welcome the Weis team to the Itasca family of retailers. Other retailers have also turned to Magic to increase sales while reducing inventory and shrink. We look forward delivering the same trusted technology, support and rapid ROI that our customers have come to expect from us."

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About Itasca Retail:

Itasca Retail Information Systems invents and builds industry-leading solutions for Inventory Management, DSD, Computer Generated Ordering (CGO) and associated data management. The company provides reliable, high-performing and cost-effective solutions for Inventory Optimization, including merchandise forecasting, perpetual inventory, DSD receiving, and the hand-held devices that support store execution processes. [Learn more.](#)

About Weis:

Founded in 1912, Weis Markets, Inc. is a Mid-Atlantic food retailer operating 198 stores in Pennsylvania, Maryland, New York, New Jersey, Delaware, Virginia and West Virginia. For more information, please visit: WeisMarkets.com or [Facebook - Weis Markets](#)

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