



Superior Grocers Chooses Itasca Retail to Optimize Inventory

Los-Angeles area Hispanic grocer adopts advanced technology to enable further growth.

SANTA FE SPRINGS, CA [February 19, 2020] – Superior Grocers will implement the Itasca Magic™ Computer Generated Ordering and Inventory Optimization solution. The 46-store chain will also license the Itasca DSD Receiving™ solution.

Itasca Retail's Magic™ 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.

The 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.

Superior Grocers is one of the largest independently-owned chains of grocery stores in Southern California. It anticipates a positive impact on customer service through automating the ordering process and optimizing store inventory. As a result, Superior's shoppers will experience near-perfect availability of the products on their shopping lists. Additionally, they will see the friendly faces of Superior associates more often as ordering tasks are handled accurately, by computer.

"Grocers today can't compete by trying to complete manual tasks accurately, much less on-time," said Richard Wardwell, Superior's President. "My experience has taught me that leveraging this type of technology will allow Superior to be more strategic as pressures on our operating costs continue to rise. We want to have tools that ensure we are in-business on the products our customers want, and Itasca does just that."

Jeff Kennedy, Itasca's President and Co-founder, said, "Superior Grocers is embarking on the same path to increased profitability and improved customer service our current customers' experience. Choosing both Magic™ and DSD Receiving™ will prove to be excellent decisions for an extended period of time. We are truly pleased to help Superior advance its approach to inventory and we welcome them to the Itasca family of customers."

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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 Superior Grocers:

Superior Grocers is an independent supermarket chain serving Southern California since 1981. Its 46 stores offer a wide assortment of grocery, produce, frozen foods, general merchandise along with full service meat, hot foods and bakery departments. The company's philosophy has always been to offer shoppers the highest quality products at the lowest prices along with exceptional customer service. Superior Grocers is a strong community partner and continually supports community programs that help bring a positive impact to its customers, including education and health awareness efforts. For more information about Superior Grocers, please [visit](#).

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