Cardenas Markets Turns to Itasca Retail to Optimize Inventory and Move to Industry-Leading DSD Receiving

Southern California grocer is installing Computer Generated Ordering and DSD Receiving applications chain-wide to ensure superior service quality and item availability

Ontario, CA [August 4, 2020] – Cardenas Markets, a regional grocer headquartered in Ontario, California, will implement the Itasca Retail's Magic™ computer generated ordering and DSD receiving solution in all 59 stores located in Northern and Southern California, Las Vegas and Arizona.

Itasca'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, while concurrently reducing inventory, shrink, product-handling and vendor credits.

"We serve customers in very different geographic areas and so the need for an inventory management system that can address individual stores' needs across markets will allow us to better serve our customers," said Doug Sanders, Executive Chairman of Cardenas Markets. "As more retailers turn to proven technology to ensure customers' needs are met, we determined optimizing our inventory with Itasca would do just that for us while also streamlining store level processes," Sanders added.

Itasca's President, Jeff Kennedy, said, "Cardenas is in several competitive markets in the Western U.S. Our system will enable them to institutionalize their go-to-market strategy across all stores, yet accommodate the specific demographics of EACH store. We have recently seen market growth in California and we're proud to add Cardenas Markets to our 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 at www.itasca-retail.com

About Cardenas Markets, LLC:

Cardenas Markets is based in Ontario, California, and operates a total of 52 stores under the Cardenas Markets banner in California and Nevada, and 7 stores under the Los Altos Ranch Market banner in Arizona. At their stores, you get fresh, quality and wholesome foods all year round. When it comes to food, they are very traditional in their thought and belief in fresh and authentic offerings. They consider every one of their customers as a part of the Cardenas Markets family and are 100% committed to making their shopping experience enjoyable and unique. For more information visit https://cardenasmarkets.com/.

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