

## Presse Release

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# Digital Foodie Partners With Strategix and Expands On-Demand Grocery Service into Eastern Europe and The German Speaking Countries

*Duesseldorf, 6th of December 2016* –Digital Foodie, creator of the award winning online connected commerce grocery platform, and Strategix CFT, a global provider of Category Management and Supply Chain Management solutions, have established a partnership. Digital Foodie is bringing its personalized connected online grocery platform to the region's retailers to enable providing their customers convenient and personalized grocery shopping and the most effective fulfillment solution on the market

Online grocery in Eastern Europe and the German speaking countries has not developed quite as rapidly as in other parts of Europe such as France and the UK, but the local shoppers are gradually opening up to the new convenience of eGrocery and a clear trend can be seen towards increased interest in the omnichannel.

Strategix, with its long history of supplying cutting edge technology to retailers in the region, is well placed to capture the trend. The partnership allows Strategix to provide further added value to its retail customers seeking to cater for the needs of the savvy omnichannel shopper.

With Digital Foodie's SaaS based model taking a retailer's brand and assortment online is no longer a time consuming and difficult project. Deploying Digital Foodie's platform is a streamlined, rapid and cost efficient process which can be completed in a few months.

"The grocery retail industry is under major transformation from brick and mortar to connected commerce. Time-poor consumers demand convenience. Millennials and digital natives are maturing and gaining purchasing power, putting pressure on grocers to provide modern online experiences. We are proud to be a close partner with Strategix and excited for the opportunities this will provide us in this high growth region. The partnership reinforces our position as the leading online grocery platform provider in the world", **explains Kalle Koutajoki, CEO of Digital Foodie.**

"For long time, many of our customers have been investing a lot of time and energy to develop and maintain their own eCommerce solutions. Gradually, many retailers realize that they should rather concentrate on developing of innovative marketing and retailing ideas and stop trying to become a software house. The connected commerce platform and services offered by Digital Foodie allow retailers to focus on their core competence and stay technologically ahead of the competitors.", **says Jan Hanussek, CEO of Strategix CFT.**