



shophero

For Immediate Release

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**Dot Foods Acquires ShopHero, Leading Online
e-Commerce System Provider for Grocery Retailers**

PROVO, UTAH - June 3, 2021 — Dot Foods, North America’s largest food industry redistributor, today announced the acquisition of ShopHero, a leading grocery-focused e-commerce technology company, with the support of platform consultancy firm Applico. Since its founding in 2015, ShopHero has been dedicated to making ecommerce solutions accessible to grocery retailers of all sizes in communities across the U.S. and Canada. ShopHero now supports hundreds of retailers with a robust, locally-branded online shopping experience, while maintaining the personalized feel customers love from their favorite local grocery.

“We love the ShopHero business model,” said Joe Tracy, Dot Foods CEO. “At Dot, we’re always looking for innovative solutions, and that’s exactly what ShopHero delivers every day. They are experts in retail grocery eCommerce solutions, and help their customers compete in an evolving, more digital retail environment. Their technology and integration capabilities impressed us right away. We’re excited about working together to make ShopHero an even stronger, bigger player in this market.”

ShopHero identified a need in the grocery retail market and worked hard over the last six years to develop a solution that allows local grocers to affordably establish an online shopping

experience. The ShopHero system is a turn-key solution: a customized, locally-branded e-commerce platform that includes an attractive web presence, a mobile app, and access to expanded online shopping options. Dot Foods and ShopHero will continue to work with all their current partners to ensure grocers have the resources they need to succeed.

“Our focus and mission over the past six years has been to help independent grocers strengthen their relationship with their shoppers and their communities through easy-to-use, affordable ecommerce technology which enables grocers of all sizes to build and modernize their brand,” said Matt Garner, CEO of ShopHero. “Dot Foods stands fully behind our mission, and with the substantial resources they bring, we will continue our commitment to our retailers. This partnership enhances our ability to deliver world class technology solutions at attractive prices. We are now well positioned to move faster, with better products and greater levels of service and support than ever before.”

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About Dot Foods

Dot Foods, Inc. carries 133,000 products from 1,000 food industry manufacturers making it the largest food industry redistributor in North America. Through Dot Transportation, Inc., an affiliate of Dot Foods, the company distributes foodservice, convenience, retail and vending products to distributors in all 50 states and more than 55 countries. Dot Foods operates 12 U. S. distribution centers, which are located in Bullhead City, Arizona; Modesto, California; Bear, Delaware; Vidalia, Georgia; Burley, Idaho; Mt. Sterling, Illinois; University Park, Illinois; Cambridge City, Indiana; Williamsport, Maryland; Liverpool, New York; Ardmore, Oklahoma; and Dyersburg, Tennessee. Dot Foods’ Canadian operations are located in Toronto, Ontario and Calgary, Alberta. For information, visit dotfoods.com.

About ShopHero

ShopHero is a pioneering leader in ecommerce and fulfillment solutions for the grocery industry. Our proprietary, state-of-the-art ecommerce platform enables established brick-and-mortar grocers to expand their reach via modern, white-labeled web and mobile channels. With our logistics technology, independent grocers can cost-effectively provision home delivery services without a substantial investment in either technology or delivery infrastructure. For more information, visit shophero.com

For more information about ShopHero e-commerce solutions for independent grocers and their partners, contact Josh Ray, Chief Commercial Officer. 801.349.8981
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