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PRESS RELEASE

For Immediate Release

Calgarygrocery.ca Helps Keep Calgarians' Fridges Stocked with the Essentials

Calgary, Canada (April 02, 2020) – Seven Calgary-based companies have come together to launch calgarygrocery.ca, which allows Calgarians to order staple groceries online. They're supporting Calgarians who are working from home, practising social distancing, or prefer to have their staple groceries delivered to their doors. On Friday, March 27, they made their first deliveries to homes in Calgary during a friends and family trial and are now accepting orders from all Calgarians.

This initiative has brought together local distributors, last-mile delivery experts and a local supply chain technology company to help get groceries into the hands of people at home. Birkby Food Service, Pre Pak Meats, Fine Food Stop, Good Bread and InspiredGo usually deliver to restaurants, shops, and office buildings and are rapidly pivoting their operations to support this new model. Ziing Final Mile Inc. provides the network and expertise to deliver orders. Routeique™ developed the online store and provides the technology for managing orders, inventory, and routing.

Scott Birkby, Founder & CEO of Birkby Food Service, emphasizes the goal of this initiative is not to compete with retailers or others in the space. Instead, the aim is to offer another option for those who may need it.

"We're seeing so many great initiatives to get food and supplies to Calgarians who are at home, and we wanted to do our part," says Scott. "It's inspiring to see the whole community working together. We felt we could help out by making the products in our warehouse available for direct orders, so we created the website."

Through the website calgarygrocery.ca, Calgarians can order food essentials such as meat, dairy, bread, and produce. "We can't offer the full variety a grocery store does," says Mark

Leavitt, General Manager at Pre Pak Meats. "But we can offer a way to get the essentials, like different cuts of meat, milk and cheese, and fresh fruit and vegetables." Calgary Grocery is listing new products every day and encourages Calgarians to keep checking back for new items.

There are maximum limits for each product to ensure groceries are available to as many people as possible every week. Customers receive an email the day before delivery, telling them when to expect their groceries. They receive a notification and a confirmation of delivery when the driver drops off the order.

If you're interested in having essential groceries delivered to your door, and to learn more about the great local partners involved in this initiative, please visit calgarygrocery.ca to place your order.

Calgary Grocery is also open to working with other businesses or distributors who want to continue to serve the community, but don't have the means to transport the items themselves. Reach out by emailing hello@calgarygrocery.ca.

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About Routeique Inc.

Routeique™ makes supply chains seamless. Routeique's software and IoT solutions provide an end-to-end solution for all partners in the supply chain, ranging from order and inventory management to routing & delivery, asset tracking, and settlement.

