



## Piggly Wiggly Locations Partner with ECRS for Next-Gen Grocery Store Technology

**Alabama Grocers Assoc. Convention - Point Clear, AL** - Executives at Piggly Wiggly Express, located on St George Island, FL, and Piggly Wiggly Apalachicola, located in Apalachicola FL, have selected ECRS as their grocery retail success partner. ECRS, with its omnichannel Catapult® retail automation system, is providing a universal platform for store operations at both locations, replacing several disjointed systems previously in place.

As part of the stores' system roll-outs, ECRS grocery success navigation specialists are providing the support and services needed to ensure store personnel and management are fully trained and prepared to maximize technology as they compete in an increasingly complex grocery retail space.

"The technology industry and consumer demand are changing so rapidly that finding an end-to-end solution that would integrate all of our store systems into a single database with a unified platform became increasingly critical to help us gain operational efficiencies and reduce redundancy," said Lee Mclemore, owner of both Piggly Wiggly locations. "The ECRS grocery success platform will enable us to improve in these areas while providing better service to our valued customers."

Mclemore stands to benefit from the advantages a unified store system offers, including: ease-of-use, lower total cost of ownership, improved inventory management, streamlined consumer transactions, and better insight into business performance. By partnering with ECRS, he is also preparing his stores for the future with available add-ons such as self-checkout and click and collect 2.0.

"The robust, modern system architecture provided by ECRS' Catapult system will enable Piggly Wiggly Express and Piggly Wiggly Apalachicola to replace outdated, cumbersome systems and execute operations such as EMV, fuel management, loyalty, point of sale, and inventory management from a single platform," said Don Edwards, Vice President



of Grocery Business Development at ECRS. “We look forward to this partnership and delivering results that exceed industry standards.”

**About ECRS®**

ECRS specializes in grocery business optimization and success. Our focus is on delivering solutions that elevate enterprise operations from unified commerce to data analytics, thereby improving the consumer experience, employee satisfaction, enterprise efficiency, and revenue performance.

ECRS solutions include: point of sale, self-service kiosk, mobile POS, accelerated checkout ®, web-based back office management and dashboard analytics, customer loyalty, eCoupon, inventory and replenishment, warehousing, supplier integration, gift card, membership management, fuel pump integration, pharmacy system integration, consultation, support, and services.

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