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## ***BJ's Wholesale opts for FoodLink***

FoodLink's buying platform is to be leveraged to assist in the sourcing and purchasing of fresh produce



**F**oodLink has announced that US-based BJ's Wholesale Club is to leverage its buying platform to assist in the sourcing and purchasing of fresh produce across BJ's 15-state chain.

The fresh food commerce and traceability platform will have all of BJ's produce orders placed over it, adding volume to a network that includes fresh food purchases from the likes of Ahold, C&S Wholesale Grocers, Associated Wholesale Grocers (AWG), Roundy's Supermarkets, and more.

"Produce is an increasingly important category for our club members, and

we are always looking for ways to provide high quality products at a value," said Jeff Desroches, senior vice-president, director of logistics at BJ's Wholesale Club. "FoodLink will help us improve supply chain visibility into market data and enable us to work closely with our suppliers to better meet the needs of our members."

FoodLink enables a true "field to store" supply chain that helps reduce waste, improve freshness and enhance food safety. The network consists of more than 2,000 retail grocers and their fresh food suppliers, including growers, shippers, carriers and third-party brokers and wholesalers.

"Like all of the retailers on FoodLink, BJ's is a company that truly understands the importance of the fresh category," said Eric Peters, CEO, FoodLink. "We look forward to helping them accelerate the advantages of using better data, more efficient buying processes and new levels of supply chain visibility to succeed in an extremely competitive environment."