

Peapod®

Jersey City, NJ

Wednesday May 24, 2017

ABOUT

Andrew and Thomas Parkinson pioneered the online grocery delivery concept in 1989 when they founded Peapod in Evanston, IL as part of a local incubation lab. Combining backgrounds in consumer product marketing and technology, the brothers established Peapod as a smart shopping solution for busy families.

Across its different facilities, Peapod has between 10,000 – 16,000 products in a range of categories: produce; meat and seafood; deli items; prepared foods; natural and organic foods; Kosher foods; office and school supplies; seasonal items; pet items; health and beauty aids; wine, beer and spirits (in specific markets); and private labels from Stop & Shop and Giant.

- Fresh and frozen items represent 37% of sales
- 35% of orders have at least one organic item in the shopping cart

Peapod operates under a centralized distribution model with two formats: warehouses and warerooms. Both provide next-day delivery, but warerooms, which are dedicated areas attached to Ahold Delhaize stores, are primarily used in new markets so as to leverage the stores' infrastructures. Unlike other traditional grocers, who operate under an "in-store pick" model, centralized distribution allows Peapod to design a shopping space that supports efficiency and accuracy in order fulfillment. Peapod also holds more control over inventory and logistics under this model. Peapod has 4 warehouse fulfillment centers and 21 warerooms that are attached to a physical store.

Agenda:

3:00 - 3:30 pm	Registration at Peapod
3:30 - 4:59 pm	Tour
5:00 - 6:00 pm	Networking at Rita & Joe's
6:00 - 6:30 pm	Speaker Presentation
6:30 - 8:00 pm	Dinner

Tour & Dinner Cost:

MHSNJ Members	\$50
Nonmembers	\$75
New Member Special	\$110
Tour Sponsorship	\$250

Tour Location

255 US Highway Route 1&9 Truck Suite 200
Jersey City, NJ 07306

Dinner & Meeting Location

Rita & Joe's
Italian Restaurant

142 Broadway Jersey City, NJ 07306

Our tour sponsor:

To sponsor this event, contact a [MHSNJ Board member](#).