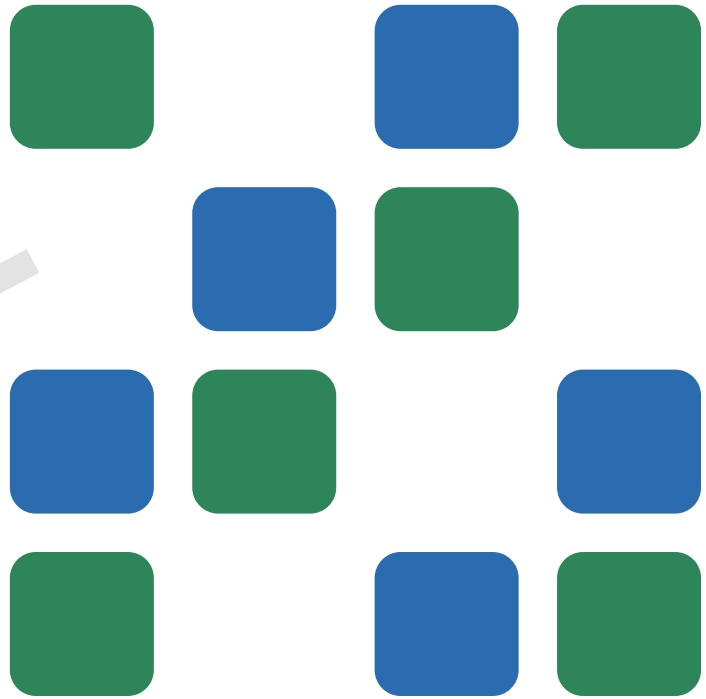
CASE STUDY

# How Mapleway Grocers cut food waste by 31%

A demand-forecasting case study



SAMPLE

Prepared by Fieldnote Analytics - Client: Mapleway Grocers, 42 stores - 2027

# Results at a glance

**31%**

**Less fresh-food waste**

Across 42 stores in 9 months

**$2.4M**

**Annual saving**

In written-off produce, bakery and dairy

**-18%**

**Out-of-stocks**

On the top 200 fresh items

**11 weeks**

**Time to roll out**

From pilot to all stores

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All figures compare April-December 2026 with the same months of 2025, adjusted for new store openings.



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# About the client

- Regional grocery chain with 42 stores and 3,100 employees
- Fresh food is 46% of sales and the main driver of store visits
- Store managers ordered produce by hand from weekly spreadsheets
- Waste had grown for three years in a row

## At a glance

Industry: grocery retail

Region: Pacific Northwest

Revenue: about $780M

Project sponsor: VP Fresh Operations

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# The challenge

1

## Rising waste

4.8% of fresh sales written off in 2025, up from 3.9% two years earlier.

2

## Gut-feel ordering

Each manager forecast differently; holiday weeks were guesswork.

3

## Empty shelves

Popular items sold out by 5 pm on weekends while slow items spoiled.

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