



fieldera

Own Your Grocery Experience

SaaS Platform for Grocery

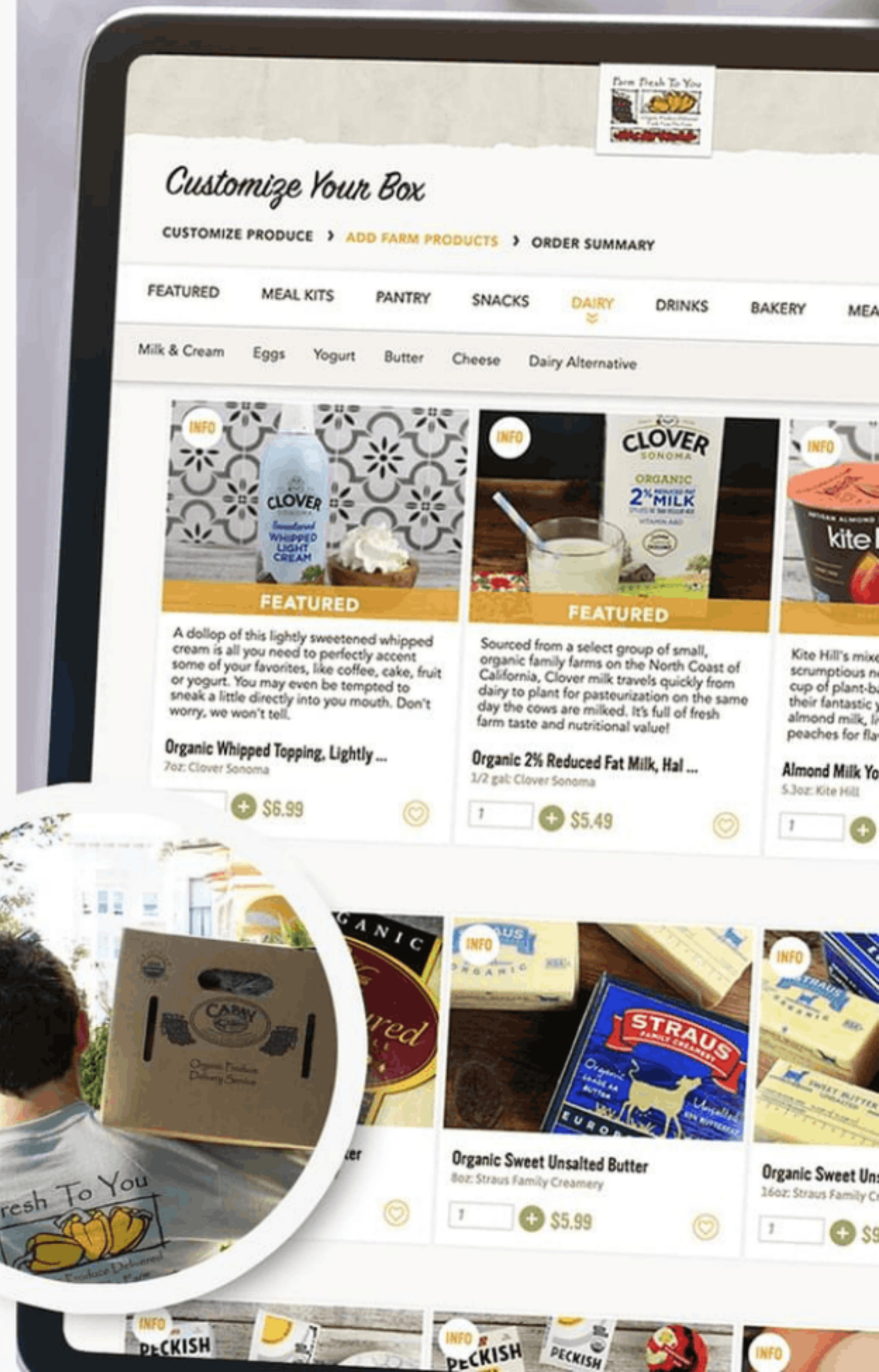
FRUIT &
VEGETABLES

own your grocery experience
omni-channel grocery platform on the cloud

fieldera

what we do

We empower local grocery stores and food producers to sell directly to consumers online. We allow our clients to build their brands without losing brand equity to grocery delivery platforms and other grocery stores.



online grocery is no longer a niche

Millennials and families like to shop online and demand flexible delivery options.



Tech enabled



On the move



Busy and efficient lifestyle



Less time to shop in store

A smiling man in a red jacket stands next to a car. The car has a sign that says "drive UP" and features a logo of a car with a house on top. The man is holding a folder or clipboard. The background is slightly blurred, showing some greenery.

convenience is being redefined
loyalty is being challenged

fieldera

convenience redefined

online presence without flexibility is not good enough anymore



Shop on
any device



Recurring or
on-demand



Custom or
auto-pilot



Home delivery or
click & collect

Online grocery shopping tripled in last five years

61% of millennials did some online grocery shopping in 2018



2017



2022



2025

grocery has unique challenges

produce and grocery delivery cannot be executed with typical retail technology platforms



Commodities (no standard Ids)



Perishable



Varying durability



Uneven sizes and varying units



store level inventory & pricing



Seasonal

introducing fieldera platform

purpose-built for grocery

shop
on any device

pick
in store or
warehouse

last mile
or collect at store

fieldera

platform vision

online grocery done right

multiple store
brands

complex products

universal cart

omni channel

geographic
variations

flexible pick

convenient
delivery

shopping is convenient

with best-practice universal checkout

SHOP LOCATIONS RECIPES PHARMACY

Welcome back Christine

Featured Beverages Bakery Breakfast Dairy & Eggs Health Meat & Seafood Pantry Snacks

Snacks > Crackers & Chips

Classic Crackers

Cult Crackers

5 oz / 141 g

\$6.99 member \$8.50 non-member

Buy Now

Add to Weekly Delivery

18,055 | share | email

Why You'll Love It

These totally addicting, super crunchy crackers are plant-based and gluten-free. They are inspired by the Swedish cracker culture and hand-baked in Berkeley, CA. Top them with hummus, soft cheeses, and even cream cheese.

Inspired by Swedish cracker culture and hand baked in Berkeley, California, our certified organic crackers are made with a healthy twist.

They're packed with six powerhouse seeds and are full of flavor & crunch. Good on their own right out of the bag, or top them with your favorite cheese or spread.

What's Inside

Ingredients: Organic cassava flour, organic sunflower seeds, organic sesame seeds, organic flaxseeds, organic chia seeds, organic pumpkin seeds, organic coconut oil, organic hemp seeds and Himalayan salt

Nutrition Facts		
Serving Size: 4crackers		
Servings Per Container: about 13		
Calories	Amount Per Serving	% Daily Value
	30	
Calories From Fat	30	
Total Fat	3.5g	7%

About the Producer

Our story begins with the homemade Swedish crackers Birgitta would bring to trade shows to help sell her cookware. People would say, "forget the pans, sell your crackers." Birgitta and Dianna, who is a professionally trained cook, tweaked and refined the recipe, found a commercial gluten-free kitchen, and Cult Crackers was in business. What makes Cult Crackers taste so good is that we bring good-for-you ingre-

Customize your FRIDAY DELIVERY before Midnight Thursday

Enhance this upcoming delivery. Add special offers to

Your Box
Medium Subscription
\$28
+ 6 special items

Vineyard Engraved Cutting Board
12" x 7" price: \$4.99 \$9.98
- 2 +

Cult Crackers Brand Classic Cra...
5 oz. price: \$6.99 \$6.99
- 1 +

Event Tickets: Taste Route 116 Sonoma County
Admit 1 person / ticket price: \$3.99 \$11.97
- 3 +

Total: \$56.94 Checkout

Grid of products with '+' icons:

- Cult Crackers Brand Classic Crackers (5 oz) - \$6.99 member / \$8.50 non-members
- Rustic Bakery Olive Oil & Sel Gris Organic Sourdough Flatbread (6 oz) - \$5.50 members / \$7.25 non-members
- Nicasio Valley Organic Locarno Brie Cheese (6 oz) - \$7.50 members / \$8.50 non-members
- Straus Family Creamery Organic Sweet Unsalted Butter (16 oz) - \$7.20 members / \$8.25 non-members
- Sabor Mexicano Homemade Blue Corn Chips (12 oz) - \$5.00 members / \$5.99 non-members
- Toby's Family Foods Ranch Dressing and Dip (12 oz) - \$4.99 members / \$5.99 non-members

1:54 FOOD MARKET

Subtotal \$22.69

Your Cart (4) Checkout

- Organic Valley Whole Milk
Organic Valley
1 gal \$4.50 ~~\$4.89~~ + 2 = \$9.00
Allow Substitution
- Rustic Bakery Flatbread
Rustic Bakery
6 oz. \$6.70 ~~\$7.29~~ + 1 = \$6.70
Allow Substitution
- Classic Crackers
Cult Crackers
5 oz. \$6.99 ~~\$8.50~~ + 1 = \$6.99
Allow Substitution


Order Summary

- 4 Items \$22.69
- Shipping \$3.00
- Sales Tax \$2.04
- Order Total \$27.73


shopping is easy

with personalization supported by AI platform


My Shopping Lists




Sweet N' Sour Pickled Red onions
16 oz.
\$9.99 members / \$10.50 non-members




Frog's Bakery Signature Almond Croissants
4 count
\$5.50 members / \$7.25 non-members




Cult Crackers Brand Classic Crackers
5 oz.
\$6.99 members / \$8.50 non-members




Rustic Bakery Olive Oil & Sesel Organic Sourdough Flatbread
6 oz.
\$5.50 members / \$7.25 non-members




Nicasio Valley Organic Locarno Brie Cheese
6 oz.
\$7.50 members / \$8.50 non-members



Straus Family Creamery Organic Sweet Unsalted Butter
16 oz.
\$7.20 members / \$8.25 non-members





CREATED BY US Add All

Made for you +


Based on past purchases +


Purchased in last 30 days +

CREATED BY YOU

- Birthday party +
- BBQ +
- Road trip +
- Holiday party +
- Bob's camping trip +
- Reunion picnic +
- School fair 2020 +
- Rachael Ray's holiday party +
- Kim's vegan thanksgiving favs +

Enter new list name +



SHOP LOCATIONS RECIPES PHARMACY 3 Welcome back Christine 

Featured

Beverages

Bakery

Breakfast

Dairy & Eggs

Health





Meat & Seafood

Pantry

Snacks

Personalization Settings

Good Afternoon, Christine!

-  Basics
-  Favorites
-  Recipes
-  Privacy

Dietary Preferences


<input type="checkbox"/> Vegetarian	<input type="checkbox"/> Diabetic / Carb
<input type="checkbox"/> Vegan	<input checked="" type="checkbox"/> Conscious
<input type="checkbox"/> Omnivore	<input type="checkbox"/> High Protein
<input type="checkbox"/> Raw	<input type="checkbox"/> Baby Food
<input type="checkbox"/> Gluten Free	<input checked="" type="checkbox"/> Kid-Friendly Foods

Coming to the Table

- Adults
- Children Under 6
- Children 7 - 18

In the Kitchen

- Enjoy Cooking & Trying Interesting Recipes
- Looking for Simple but Good Recipes
- Rather Get it On the Grill
- Jonesing for Juicing, Blending & Smoothies



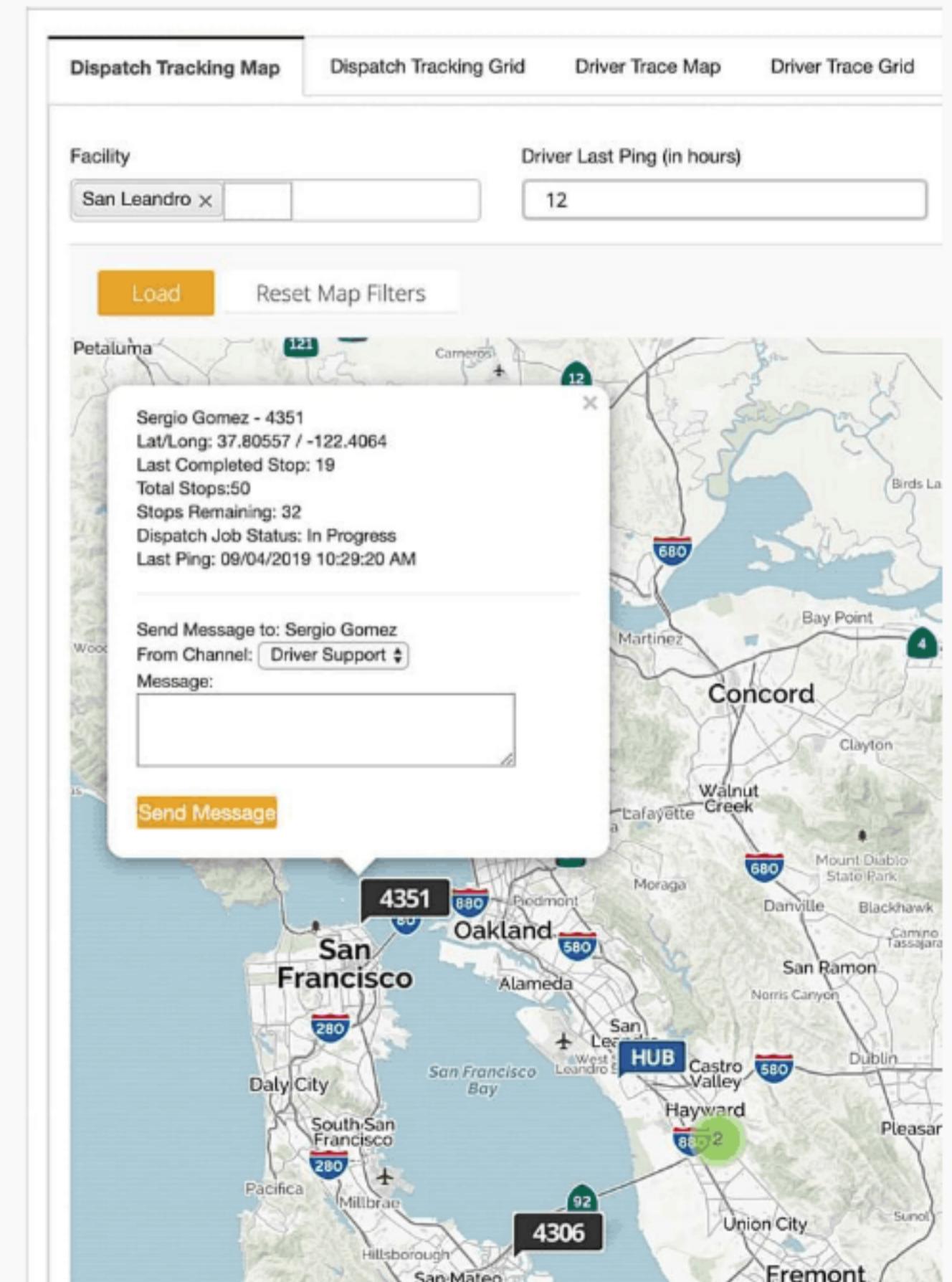
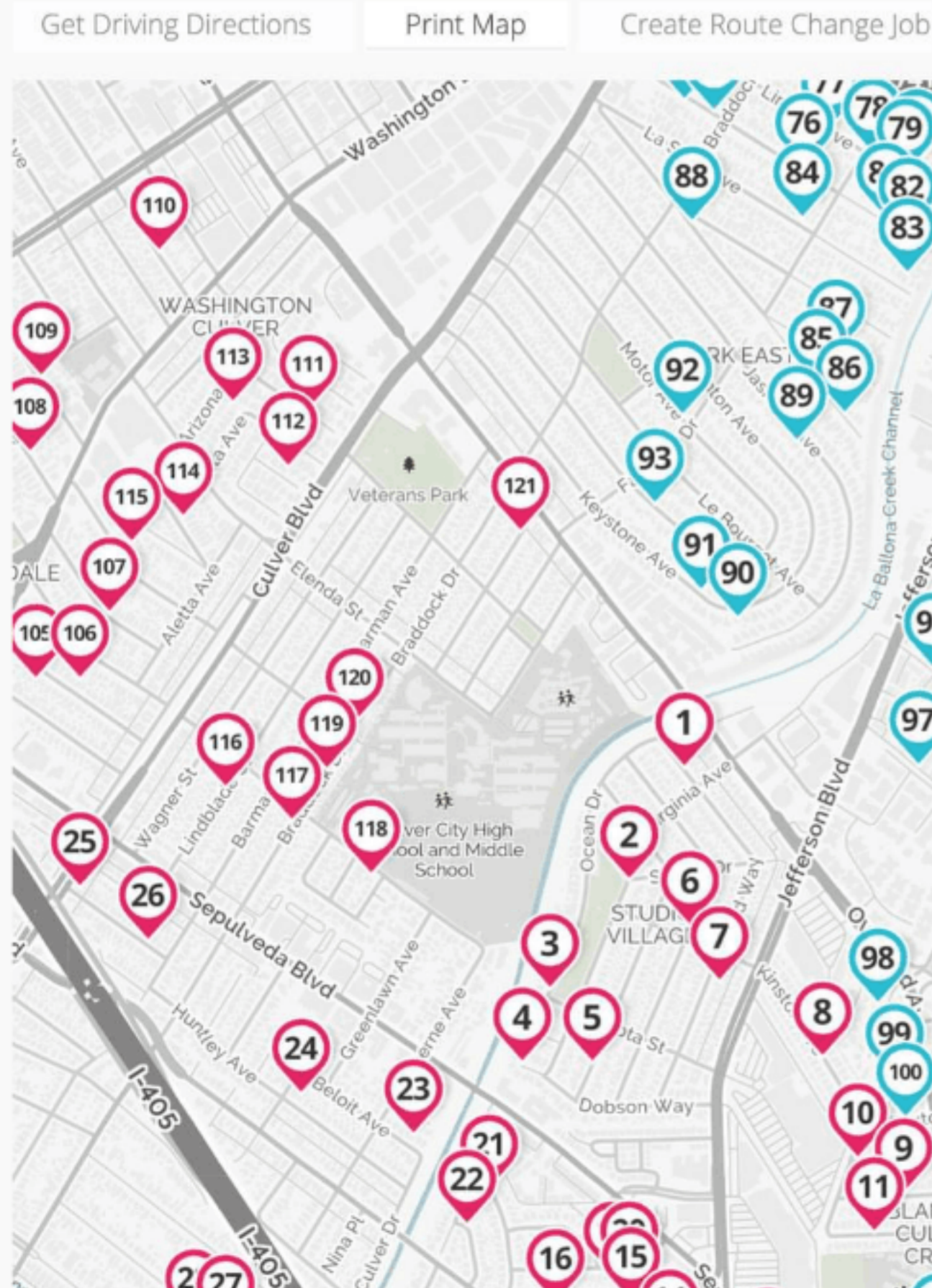
How It Works About Us Events Eat &

My Never Send List

EDITING: David's List

Groups to Exclude	Varietals to Exclude
<p><input checked="" type="checkbox"/> White</p>	<p><input type="checkbox"/> Sauvignon Blanc</p> <p><input type="checkbox"/> Verdelho</p> <p><input checked="" type="checkbox"/> Semillon</p> <p><input type="checkbox"/> Chardonnay</p> <p><input type="checkbox"/> Riesling</p> <p><input type="checkbox"/> Pinot Gris / Pinot Grigi</p>
<p><input type="checkbox"/> Red</p>	<p><input type="checkbox"/> Merlot</p> <p><input type="checkbox"/> Cabernet Sauvignon</p> <p><input type="checkbox"/> Syrah</p> <p><input type="checkbox"/> Petite Syrah</p> <p><input type="checkbox"/> Cabernet Franc</p> <p><input type="checkbox"/> Pinot Noir</p>
<p><input checked="" type="checkbox"/> Rosé</p>	<p><input type="checkbox"/> Pinot Noir Rosé</p> <p><input type="checkbox"/> Grenache Rosé</p> <p><input type="checkbox"/> Tavel Rosé</p> <p><input type="checkbox"/> Sangiovese Rosé</p> <p><input type="checkbox"/> Mourvèdre Rosé</p> <p><input type="checkbox"/> Cabernet Franc Rosé</p> <p><input type="checkbox"/> Cabernet Sauvignon P</p>

last mile delivery is optimized with complete tools to uberize your deliveries



store level differentiation

with support for pricing, inventory and delivery variations

Menu: FFTYWS FW14 FY19...					
Product Name	Product Sub Name	Vendor	Product Origin	Cost Price	
Salami Sopressata Mild Spice 4.2oz Olympia Provisions CV	4.2oz	Olympia Provisions	Portland OR	\$5.60	
Category: Cheese					
Cheese Blue 6oz Pt Reyes CV	6oz	Point Reyes Farmstead Cheese Company	Point Reyes Farmstead Cheese Co - Point Reyes CA	\$4.69	
Cheese Brie 8oz Marin French CV	8oz	Marin French Cheese Co	Novato CA	\$4.73	
Cheese Burrata 8oz Belfiore CV	8oz	Belfiore Cheese Company	Belfiore Cheese Co - Berkeley	\$3.66	

Product	Location	Day	Delivery Type	Home	Business	Home	Zip
Full Circle - Farm Products	Seattle	Wednesday	Inclusion	Home			98310
Full Circle - Farm Products	Seattle	Monday	Inclusion	Business			98310
Full Circle - Farm Products	Seattle	Wednesday	Inclusion	Home			98311
Full Circle - Farm Products	Seattle	Wednesday	Inclusion	Home			98312
Full Circle - Farm Products	Seattle	Wednesday	Inclusion	Home			98337
Full Circle - Farm Products	Seattle	Monday	Inclusion	Business			98337
Full Circle - Farm Products	Seattle	Monday	Inclusion	Business			98370
Full Circle - Farm Products	Seattle	Wednesday	Inclusion	Home			98383
Full Circle - Farm Products	Seattle	Monday	Inclusion	Home			98012
Full Circle - Farm Products	Seattle	Tuesday	Inclusion	Business			98012
Full Circle - Farm Products	Seattle	Monday	Inclusion	Home			98020
Full Circle - Farm Products	Seattle	Tuesday	Inclusion	Business			98020
Full Circle - Farm Products	Seattle	Thursday	Inclusion	Home			98021
Full Circle - Farm Products	Seattle	Wednesday	Inclusion	Business			98021
Full Circle - Farm Products	Seattle	Monday	Inclusion	Home			98026
Full Circle - Farm Products	Seattle	Monday	Inclusion	Home			98036
Full Circle - Farm Products	Seattle	Tuesday	Inclusion	Business			98036

Store Name	Status	Address	City	Zip
Mendenhall Peninsula	Active	995 Mendenhall Peninsula Road	Juneau	99801
Ketchikan - Jackson Street	Active	1206 Jackson St.	Ketchikan	99901
Gustavus	Active	Air Excursions	Gustavus	99826
Angoon	Active	911 Ferry Road B	Angoon	99820
Tenakee Springs	Active	At the Floatplane Doc, P.O. Box 602	Tenakee Springs	99841
Wasilla - Community Church	Active	701 S Seward Meridian Rd	Wasilla	99654
Ketchikan - Newtown	Active	1245 Millar St.	Ketchikan	99901
Haines	Active	Alaska Seaplane Terminal	Haines	99827
Sitka - Grace Harbor	Active	1904 Halbut Point Blvd	Sitka	99835
Craig	Active	Pacific Airways Inc.	Craig	99821
Skagway	Active	Alaska Seaplane Terminal	Skagway	99840
Yakutat	Active	218 Bayview Drive	Yakutat	99689
Hoonah	Active	LAB Airlines	Hoonah	99829
Ketchikan - Park Avenue	Active	710 Park Avenue	Ketchikan	99901
Elfin Cove	Active		Elfin Cove	99825

Support for granular pricing and inventory management

Delivery can be on-demand (one, two hours, same day etc.) or can be on specified day of the week per zip

Support for pick-up sites (one per store or multiple)

Interested to know more?

info@fieldera.com