



**FOR IMMEDIATE RELEASE**

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## **Niemann Foods Expands Online Shopping with Rosie**

*Two new locations to offer eCommerce; Delivery now available at select stores*

Quincy, Ill. (July 6, 2016) – Saving time and buying local groceries is about to get easier for people across Illinois. Niemann Foods, Inc.-owned (NFI) County Market has expanded its partnership with Rosie, a leader in grocery eCommerce technology and services, to offer online grocery shopping at its two locations in Quincy. County Market’s Click & Go service is expected to launch in Quincy this fall. The retailer is also adding delivery services to all eCommerce locations, including those in Charleston and Mattoon.

Online shopping at the local County Market stores will be powered by Rosie. Available on the web and via mobile app, online shoppers can select any product carried in store and have their orders prepared by specially trained employees. Online shoppers can customize their requests for fresh produce, sliced deli, delivery preferences, and more.

“This next step in our eCommerce experience brings the service to thousands of people so they’re able to shop when they want, where they want,” said Nathaniel Jones, Electronic Marketing Manager for Niemann Foods, Inc. “Whether it’s a busy parent trying to balance work-life and still find time for grocery shopping or a senior who has trouble getting out of the home, we want to serve the people in our communities and give them new opportunities to get the best food at the best price.”

The online shopping experience will give County Market customers the opportunity to do a lot more than just order groceries online. They can create shopping lists, place repeat orders with one click, and even add notes about particular products the shopper selects. For individuals and businesses alike, the service is useful for catering large-scale events or simply stocking up on needed items for the home.

“The expansion of Click & Go is a direct demonstration of the forward thinking approach of Niemann Foods, whose leadership in the grocery industry is continually demonstrated by their willingness to think and act outside of the box. Rosie and Niemann Foods are transforming the way people shop for fast, easy access to fresh, local foods and we’re delighted to work together to grow the online shopping program at County Market,” said Nick Nickitas, CEO of Rosie.

## **How County Market Click & Go Works**

Trained store employees hand-select items in each online order. Customers specify their preferences for individual products, choosing the day and time they'd like to pick up their orders or when they would like them delivered. Same day orders are available when placed at least four hours ahead of time. All major credit and debit cards are accepted and PayPal, EBT, and other payment methods will soon be added.

People living out of town who wish to shop for family and friends in the Charleston and Mattoon areas can also use this service. Rosie offers a gifting feature that enables users to purchase groceries on behalf of someone else. This capability is particularly beneficial for parents of college students, family and friends of the mobility impaired, and loved ones of the elderly.

Shoppers will notice that all in-store discounts and sale prices are available when you shop online, while other item prices may vary. For more information, visit [myCountyMarket.com](http://myCountyMarket.com).

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## **About County Market**

County Market is associate owned and provides employment for over 4,000 associates in 50 locations throughout Illinois, Missouri and Indiana.. NFI was founded in 1917 with headquarters in Quincy, IL. To learn more about County Market, visit [www.myCountyMarket.com](http://www.myCountyMarket.com).

## **About Rosie**

The industry leading online grocery shopping platform for mobile and web, Rosie launched in 2012 and today enables customers to shop online from their favorite local stores for same-day delivery or in-store pickup. Rosie partners with local retailers and their wholesalers to provide e-commerce, delivery opportunities, omni-channel marketing and deep data services. IBM selected Rosie as the Top Startup in North America in its 2014 IBM Smartcamp Competition. Visit [rosieapp.com](http://rosieapp.com) for company information and to sign up for a free account. Like us at [fb.com/rosieapp](https://fb.com/rosieapp). Follow us on [twitter.com/rosieapp](https://twitter.com/rosieapp).