



FMI Associate Member Search Results

This search was performed on 04/12/2026 at 12:56 AM

If you find information that needs to be updated, please email membership@fmi.org.

FMI
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Arlington, VA 22202
Phone: 202.452.8444 | Fax: 202.429.4519

Upshop

Address: 7001 Burnet Road
Ste 301
Austin, TX 78757-2210



Tel: 512-812-7918

Website: <https://upshop.com/>
<https://invafresh.com/>

Products / Services: Food Safety; Technology Services

Company Description: Upshop has built an AI-powered, SaaS platform connecting Fresh, Center, eCommerce, and DSD department operations to deliver a simplified, smarter, more connected store experience.

We are helping retailers on one, or all of these journeys:

- Ready for total store forecasting, inventory mgt and automated ordering / replenishment?
- Building an ownable, eCommerce experience?
- Seizing the opportunity to maximize Fresh and prepared?

150+ retailers run Upshop and realize significant improvements in sales, shrink, food safety and sustainability across the entire store.

Primary Contact: Mark Hawthorne
Chief Innovation and Strategy Officer

Brands: Interstore Fresh Item Management, P-Cubet Perishable Production
MultiGen Recipe Management, InterScale Scales Management Planning.
