



AWG to Offer New Loyalty Platform

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Kansas City, Kan. – Associated Wholesale Grocers here has partnered with San Francisco-based marketing company YOU Technology to offer AWG members new loyalty-marketing and paperless-coupon programs, the companies said Monday.

AWG member stores that leverage the full YOU Technology marketing platform could benefit from point-of-sale integration to power loyalty programs, paperless coupon solutions, promotion support and richer shopper behavioral analysis, according to YOU.

AWG is a retailer-owned wholesaler servicing more than 1,900 stores in 23 states.



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