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STORIX: Bringing Online Grocery Fulfillment Back to the Store

STORIX, the in-store solution for scalable online grocery fulfillment

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Some years ago, retailers adopted a centralized fulfillment model, relying on large, automated centers to manage online orders. However, some grocers

quickly encountered the limitations of this approach, particularly the scale required to be economically viable. Others kept using traditional fulfillment models, but these have reached a breaking point as American online grocery growth continues to skyrocket. The industry now needs to rethink the online fulfillment journey, considering the online fulfillment challenges facing food retailers and evolving consumer expectations. [Storix](#) has developed a local, store-based approach that helps retailers increase capacity and improve traceability, accuracy and quality.

The Challenges of Online Grocery Fulfillment

1. Limited In-Store Footprint

Today's grocery stores are already operating at full capacity, where every square foot counts. The use of in-store space is highly strategic, and any new online order management solution simply must provide added value to the retailer.

2. Online Grocery Sales Volume

Online orders have skyrocketed in recent years, and the trend shows no signs of slowing down, particularly given all the innovations currently being implemented by food retailers to facilitate and stimulate online shopping.

3. Food Chain Integrity

Food integrity is a major challenge for food retailers that need to ensure that food products are safe and traceable from producers to consumers.

4. Manual Operations

For most food retailers, online order management is primarily handled manually. Processing orders requires a variety of equipment and dedicated space, meaning significant employee movement and the risk of human error.

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5. Financial Engagement

Online grocery has become a strategic necessity for food retailers, but it remains financially difficult to operate profitably. Unlike traditional in-store shopping, online grocery requires retailers to absorb additional labor and infrastructure costs.



Why Should the Store be at the Center of the Online Grocery Fulfillment Strategy?

1. Lowering Last-Mile Delivery Costs

Since the last mile is one of the most expensive components of online grocery, fulfilling orders from nearby stores helps retailers reduce the cost per order and improve margins. Proximity to customers significantly reduces fulfillment costs by shortening delivery distances, lowering fuel and labor expenses, and improving delivery route density.

2. Product Freshness, Greater Inventory and Upselling Opportunities

Closer proximity with customers means shorter times between pickup and delivery, better temperature control for fresh and frozen items, and reduced handling steps compared with centralized warehouses. It also allows for better substitution

handling, which reduces complaints, refunds and dissatisfaction. What's more, the customer's physical presence can create an additional opportunity to increase the average order value, should they forget something.

3. Better Use of Existing Assets

Using stores as fulfillment hubs allows retailers to leverage existing real estate and inventory, and improve return on store footprints and labor. This proximity-based model turns the store network into a strategic advantage rather than a cost center.



The Difference is Storix

As part of the CSF International Group, we've been innovating the grocery business for leading grocery chains across North America for more than 25 years. It's no wonder that we developed the ultimate ordering fulfillment solution to take your storage to the next level. We listened to our partners in the food retail industry and developed a solution that truly meets their needs and requirements.

1. Multi-Temperature-Controlled Zones in One Solution

Provides consistent freshness with optimal cold-

chain integrity across three temperature zones: ambient, refrigerated and frozen.

2. High-Density Vertical Storage to Maximize Your Space

Your in-store space shouldn't limit your ability to handle the growth in online orders. With our solution, you can quintuple your storage capacity without expanding your physical footprint, maximizing every square foot.

3. Modular & Scalable Fulfillment for Minimal Investment

Designed to meet tomorrow's needs today, our solution deploys quickly and scales effortlessly, thanks to its modular, future-proof design, without major infrastructure investments.

4. Improved Efficiency & Accuracy - Improve Overall Satisfaction

One ergonomic access point minimizes manual handling and increases turnover. It minimizes human errors, prevents lost totes, and ensures orders are ready on time, every time.

5. Automated or Self-Operated Solution - You Choose

A modular architecture adapts to your operation and footprint — supporting manual, semiautomated or fully automated staging and retrieval as your needs evolve.

6. Seamless System Integration for Quick Deployment

Integrating seamlessly with your current systems and processes, Storix works with your existing store systems, creating a simplified end-to-end workflow for staging online orders.



The Ultimate In-Store Solution

Because the grocery business is like no other business, STORIX is like no other solution. Visit storixsolution.com for complete information and to request a demo. And let it become your ultimate solution for your online grocery fulfillment challenges.

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