

Weaver Street Market partners with Freshspire to Strengthen Commitment to Local Sourcing

Weaver Street Market partners with Raleigh tech company, Freshspire, to increase food sourcing efficiency with a focus on local vendors. Learn more at www.getfreshspired.com.

Since 1988, Weaver Street Market has established itself as the go-to grocery store for quality and sustainably-sourced food. With locations in Carrboro, Chapel Hill, Hillsborough, and now downtown Raleigh, they continue to spread their mission of *“Trusted Quality, Locally Sourced, For the Community, and By the Community.”* Earlier this year, they strengthened this commitment by partnering with Raleigh-based food technology company, Freshspire.

“We use Freshspire to save time and increase efficiency in local sourcing for our stores,” said Carolyn Twesten, Weaver Street Market’s Produce and Meat Merchandiser, who led implementation efforts in each of the 4 stores. “We had a challenge of managing orders and communicating logistics to our staff on a weekly basis. Freshspire makes that process easier by streamlining our orders.”

What’s Freshspire?

Freshspire is a web and mobile platform that provides end-to-end order management, data analytics, and a reliable network for grocery stores, distributors, and restaurants to source food from local and smaller vendors.

Freshspire helps buyers by replacing manual ordering methods like spreadsheets, email, and calls/texts that are typically used while working with local vendors and farmers. This increases ordering efficiency for buyers by >75% with their existing vendor relationships while also providing access to other products and vendors near them. Buyers can see information about their vendors, ordering activity/purchasing patterns, price comparisons, and more all in one place.

Freshspire is beneficial for vendors as well. Vendors can manage their orders easily, achieve visibility in the market, and invite other buyers to Freshspire. Farmer Dave Henderson from Red’s Quality Acre in Durham, NC, has been farm-fresh produce items to Weaver Street Market. “With my first season using Freshspire I have been very impressed with how our sales are so much more streamlined and efficient. I have found myself spending less time back and forth with sales and more time with important tasks on the farm.”

Freshspire was founded by NC-native, Shraddha Rathod. “We’re thrilled to have a partner like Weaver Street Market! We bring different strengths to the table, but have a common goal - making high-quality food more accessible to our communities. It takes partnerships like this to make a difference in food systems,” says Rathod.

Freshspire is a woman & minority owned social enterprise, based in Raleigh, NC.