

MEDIA CONTACTS:

Jenna Irish

jenna.irish@rosieapp.com

Claire McDonald

claire.mcdonald@rosieapp.com

Rosie Closes \$10 Million Series A Financing from Avenue Growth Partners

Grocery Ecommerce Leader Accelerates Product Development And Scale Up

Ithaca, NY (February 3, 2021) – Rosie, the leading ecommerce solution for independent grocers and wholesalers, has announced the completion of a \$10 million round of Series A financing led by growth capital firm Avenue Growth Partners. Rosie will deploy the new capital in a number of ways, including: introducing new features and tools to enhance the shopper and retailer experience, launching new products to provide a seamless omnichannel journey for shoppers at home, in-store, or on-the-go, further investment in monetization opportunities to increase retailer profitability, and helping to connect Consumer Packaged Goods (CPG) brands of all sizes to customers shopping online from their favorite local retailers.

“There isn’t anyone else in the grocery ecommerce space that is innovating at Rosie’s speed while putting the independent grocer front and center,” said Brian Goldsmith, Co-Founder & Partner at Avenue Growth Partners. “We’re excited to support Rosie as they and their community of retailers serve millions of consumers during this unprecedented time.”

The investment follows a momentous year in which Rosie added key strategic hires, more than tripled the Rosie team and saw a 900 percent increase in stores signed during the pandemic versus pre-COVID-19. In tandem with the demand for online groceries, Rosie launched several major features that gave retailers full autonomy over their ecommerce program, from digital merchandising and marketing capabilities to a Cater module that brought local store favorites like custom catering and specialty sandwiches online, a critical need enabling more at-home dining options with restaurant closings at an all time high.

“Rosie is investing in growth, maintaining our independence, and staying laser focused on providing a best-in-class ecommerce and omnichannel experience to leading local grocers,” said Nick Nickitas, Founder & CEO of Rosie. “We’re thrilled to continue to execute on our vision of leveling the playing field so that independent grocers can strongly compete with national chains and online marketplaces. This investment will accelerate our tech roadmap, enable us to launch new products, and continue to rapidly scale up our retailer and brand community with new and existing partners.”

Headquartered in Ithaca, NY, Rosie works with hundreds of retailers and serves as the preferred ecommerce partner to the nation’s leading wholesalers including Associated Food

Stores (AFS), Associated Grocers of New England, Associated Wholesale Grocers (AWG), Bozzuto's, CERTCO, C&S Wholesale Grocers, Piggly Wiggly Alabama Distributing Company, and URM Stores.

Since the company's inception in 2013, Rosie continues to build relationships with retailers nationwide, standing by a mission of delivering smart, delightfully easy online groceries. Through strategic partnerships across the country, Rosie connects independent retailers with new customers through a fast, user-friendly ecommerce experience. For more information and a list of current opportunities, visit www.rosieapp.com. Follow us on [LinkedIn](#), [Facebook](#), [Instagram](#), and [Twitter](#).

About Avenue Growth Partners

Avenue is an expansion stage growth capital firm that partners with B2B software companies to build niche market winners. Founded in 2020 and backed by leading institutional investors, Avenue is a mission-oriented firm based in Washington, DC. For more information, visit <https://www.avenuegp.com/>.

About Rosie

Rosie is the most trusted, locally focused ecommerce company, where shoppers can find and discover anything they might want to buy online from local stores. Rosie partners with leading independent grocers and their wholesalers to provide ecommerce, delivery opportunities, omni-channel marketing and deep data services. Rosie serves as the preferred ecommerce partner to the nation's leading wholesalers including Associated Food Stores (AFS), Associated Grocers of New England, Associated Wholesale Grocers (AWG), Bozzuto's, CERTCO, C&S Wholesale Grocers, Piggly Wiggly Alabama Distributing Company, and URM Stores. Visit rosieapp.com to sign up for a free account and start shopping from your favorite local grocer today. For information about Rosie, visit <http://rosieapp.com/>.