

UniPro and Choco partner to offer AI-driven order management technology

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Choco, the leading global digital ordering platform for the food industry, announced a strategic partnership with UniPro, the largest food distribution cooperative in the US. The two companies share a vision of helping food suppliers and distributors succeed in today's marketplace through cutting-edge digital tools. As a result of the partnership, Choco's AI-powered order management platform, Choco AI, will be one of the preferred technology and AI partners for all UniPro members, which comprise more than 450 distributors in the US.

The partnership announced today empowers UniPro's distributor customers to easily launch a digital storefront under their brand and personalised to their business. This means they can offer the operators they serve a modern, digital customer experience for placing orders and discovering new products. In addition, Choco AI provides solutions to automate manual orders and help distributor sales representatives more effectively support their customers.

Choco AI is a revolutionary solution designed to automate and streamline order management between restaurants and distributors, mitigating the challenges of manual processes. Choco AI auto-captures voicemail, text, WhatsApp, and email orders around the clock, translates them into a standardised digital format, and integrates them into the supplier's ERP system in real time. With Choco AI distributors reach 100 per cent digitisation in two weeks and process 100 times more orders, empowering them to grow and become more competitive without the need for additional staff or resources.