



## **FMI Associate Member Search Results**

This search was performed on 06/10/2026 at 05:28 PM

If you find information that needs to be updated, please email [membership@fmi.org](mailto:membership@fmi.org).

FMI  
251 18th Street S., Suite 1200  
Arlington, VA 22202  
Phone: 202.452.8444 | Fax: 202.429.4519

## Upshop

Address: 7001 Burnet Road  
Ste 301  
Austin, TX 78757-2210



Tel: 512-812-7918

Website: <https://upshop.com/>  
<https://invafresh.com/>

Products / Services: Food Safety; Technology Services

Company Description: Upshop has built an AI-powered, SaaS platform connecting Fresh, Center, eCommerce, and DSD department operations to deliver a simplified, smarter, more connected store experience.

We are helping retailers on one, or all of these journeys:

- Ready for total store forecasting, inventory mgt and automated ordering / replenishment?
- Building an ownable, eCommerce experience?
- Seizing the opportunity to maximize Fresh and prepared?

150+ retailers run Upshop and realize significant improvements in sales, shrink, food safety and sustainability across the entire store.

Primary Contact: Mark Hawthorne  
Chief Innovation and Strategy Officer

Brands: Interstore Fresh Item Management, P-Cubet Perishable Production  
MultiGen Recipe Management, InterScale Scales Management Planning.

---