

# Shopper iPhone App Now Warns Users of Product Recalls

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Mobile application developer ReachEverywhere ([www.reacheverywhere.com](http://www.reacheverywhere.com)) has added new functionality to its Shopper iPhone shopping assistant that integrates real-time FDA/USDA recall information into the application.

The new function alerts a shopper if an item in her list is associated with a recall. ReachEverywhere uses proprietary keyword-matching technology to automatically show relevant product recalls for the shopping list.

“This is the second step in a long road of planned upgrades that utilize our shopping list keyword-matching technology to help consumers decide where to shop and what to buy,” said Brian Youngs, CTO of New York-based ReachEverywhere. “The usage and shopping data we are generating is truly unique to the in-store marketing environment; after less than a week, already thousands of users have viewed a detailed Alert as a result of Shopper notifying them.”

Additionally, ReachEverywhere has added weekly circulars from Stop & Shop, Publix, Giant Food, Winn-Dixie and Tractor Supply to those of more than 100 existing retailers on the platform.

Some of Shopper’s existing features include:

- Real-time list syncing between household members and friends
- Building multiple lists for multiple stores and purposes
- Managing pricing, photos or coupon information for any item on a store-by-store basis
- Nutritional ratings for grocery items from the “Guiding Stars” program originally introduced at Hannaford Supermarkets
- The ability to easily manage the individual aisle order/layout and pricing of different grocery stores

Article from PROGRESSIVE GROCER

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