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Online Grocer Relay Foods Raises \$8.25 Million To Expand, Redesign & Go Mobile

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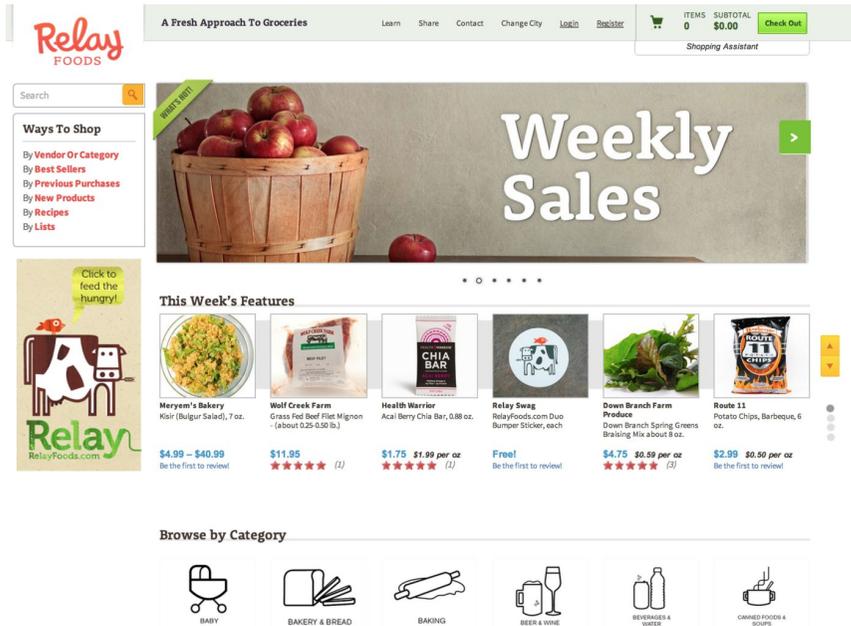
[Relay Foods \(http://relayfoods.com/\)](http://relayfoods.com/), an online grocer which sources its foods from local vendors, has raised \$8.25 million in new funding. The company says it will be working with Battery Ventures and TomorrowVentures to begin building out a mobile platform and expanding its team in the months ahead. The capital infusion was raised through a common stock-only sale, the company notes.

Founded in 2009, Charlottesville, Virginia-based RelayFoods.com has been operating an online food marketplace focused on providing sustainable and artisanal foods from nearby farmers and other vendors, as well as grocery items from a number of national brands. The company has found traction in the mid-Atlantic region of the U.S., and now plans to expand its market share in key metro regions, including Washington, D.C. and Baltimore, while also expanding into Williamsburg, Virginia. The goal is to eventually bring the service nationwide, but that's further down the road.

In addition, the company is now in the process of preparing to launch a mobile application and a redesign of its online marketplace, hiring on both the executive side and the developers along the way. The site will not only have a new look, but it will also be a more personalized platform that it is today. The mobile app will reflect this personalization as well.

But importantly, the new site and app will also now include more information about where the food it sells is being sourced, details on the producers themselves, as well as more nutritional information. Specifically, new features will include one-click recipes, an improved browsing experience, and vendor profiles.

On the operational side, the company is adding fifteen vehicles to its fleet and a commercial kitchen – expansions which the company says will enable it to add more pickup locations, develop an in-house prepared foods line, and expand its product selection from the local vendors.



[\(http://techcrunch.com/2013/04/12/online-grocer-relay-foods-raises-8-25-](http://techcrunch.com/2013/04/12/online-grocer-relay-foods-raises-8-25-million-to-expand-redesign-go-mobile/relay-foods-site/)

[million-to-expand-redesign-go-mobile/relay-foods-site/\)](http://techcrunch.com/2013/04/12/online-grocer-relay-foods-raises-8-25-million-to-expand-redesign-go-mobile/relay-foods-site/)

Today, Relay Foods operates both as e-commerce site where customers buy online then go to a [pick-up location \(http://www.relayfoods.com/PickupLocations\)](http://www.relayfoods.com/PickupLocations) to grab their purchases, as well as a subscription-based home delivery service where customer can paid by month, months, or year choosing from a variety of plans.

The company didn't disclose the source of the funding, referring to the group as "a mix of forward-thinking market, tech, and social impact investors and investment funds." Battery Ventures and TomorrowVentures have [Relay Foods in their portfolios \(http://pevc.dowjones.com/article?pid=32&an=DJFVW00020120129e81tocmey&ReturnUrl=http%3a%2f%2fpevc.dowjones.com%3a80%2farticle%3fpid%3d32%26an%3dDJFVW00020120129e81tocmey\)](http://pevc.dowjones.com/article?pid=32&an=DJFVW00020120129e81tocmey&ReturnUrl=http%3a%2f%2fpevc.dowjones.com%3a80%2farticle%3fpid%3d32%26an%3dDJFVW00020120129e81tocmey), however.

The additional funding comes at a time when many startups are now newly interested in the local, online, and artisanal food space, including [Gilt Taste \(http://www.gilttaste.com/\)](http://www.gilttaste.com/), [Farmigo \(http://www.farmigo.com/\)](http://www.farmigo.com/), [Love With Food \(http://lovewithfood.com/\)](http://lovewithfood.com/), [Delicious Karma \(http://deliciouskarma.com/\)](http://deliciouskarma.com/), [Good Eggs \(https://www.goodeggs.com/\)](https://www.goodeggs.com/), and [most recently, Fancy \(http://techcrunch.com/2013/02/22/fancy-reportedly-buys-samplrs-com-to-beef-up-its-artisanal-food-business/\)](http://techcrunch.com/2013/02/22/fancy-reportedly-buys-samplrs-com-to-beef-up-its-artisanal-food-business/), to name a few.