

## **Gourmet Egypt to streamline home delivery and branch replenishment logistics with Softec's Artificial Intelligence solution**

Gourmet Egypt, a producer and supplier of wholesome food products and handcrafted recipes with an online store and 15 locations in Egypt, and Softec Technologies, a technology company providing AI and Visibility solutions for Logistics, announced that they will collaborate to help Gourmet's operations automate, optimize and control home delivery and branch replenishment routes with Artificial Intelligence.

NORMA, Softec's AI solution that combines scientific route optimization with Machine Learning, will enable Gourmet to automate its logistics operations to continue scaling with fast, reliable and customer-centric home delivery services. It will also monitor estimated arrival times and performance benchmarks enabling Gourmet to continue growing while putting customer experience at the heart of its objective.

"It's all about collaborating with the best in class – NORMA meets this match. We're excited by the prospect of increasing customer delight by improving on time deliveries and improving efficiency" says Jalal Abu-Gazaleh, CEO and founder of Gourmet Egypt.

Gourmet is the most progressive wholesome food retail delivery service in Egypt delivering fresh groceries in Cairo, Alexandria and the Red Sea. With Softec's AI-driven optimization, autonomous planning and visibility software, it envisions to continue its expansion strategy on an advanced technological backbone.

"Putting AI in the heart of its logistics and home delivery operation will enable Gourmet to continue setting benchmarks in the market with predictable, reliable delivery times." says Nour Shawky, CEO of Softec, "Being personally a big fan of Gourmet gives me even more pleasure to contribute to its growth with our innovations. The entire team is very excited to be working with people that know the value of adapting technologies to bring amazing customer experience to our homes".