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“Grocery delivery crops up again”

Online services deliver fresh produce, frozen foods to busy customers

By Elizabeth Lee  
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Another produce service, Off the Vine, keeps it simple by letting customers pick the size of the box they receive but not what goes in it. Owners Shana Wolf and Cecilia Smith select the produce, packing boxes once a week with an assortment of seasonal items. In recent months, the Marietta-based service has switched to an all-organic box and expanded to the Florida Panhandle.

“I was a Webvan user,” says Wolf. “I loved the concept of delivery, period.”

Yet there weren’t enough customers like Wolf to keep Webvan afloat or to convince major industry players to go after the market. Services delivering in Atlanta are reluctant to release exact figures, but estimate their customers at a few hundred to a few thousand... (article cont’d).

Shay Hamer of Sandy Springs, an Off the vine customer, appreciates the convenience. She picks the family’s entrees from a meal assembly service and fills in with fruits and vegetables the service delivers.

“We both work, we have a son,” she says. “We’re just really busy during the week.”

Now, every Wednesday, she can cross one more item off the list... (article cont’d).



Off the vine co-owner Shana Wolf has her hands full, with a basket of peppers and son Tate. Her business now delivers to the Florida Panhandle.