

Fegmo and Sifter Solutions Partner to Power a New Generation of Health and Wellness Product Experiences

Collaboration combines Sifter's dietary intelligence with Fegmo's agentic catalog infrastructure to create accurate, scalable shopper experiences

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EINPresswire.com/ -- Fegmo Inc., the
agentic catalog infrastructure company

for enterprise commerce, and Sifter Solutions, Inc., a food-is-medicine technology company, today announced a strategic partnership to advance health and wellness product experiences for grocery retailers and their customers.



Fegmo and Sifter Solutions announce a strategic partnership to integrate health, dietary, and wellness intelligence into enterprise catalog workflows.

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Our partnership gives retailers a powerful way to bring trusted health and wellness intelligence into the governed workflows that power enterprise catalogs.”

*Abhishek Ojha, Founder and
CEO, Fegmo*

The collaboration brings Sifter's dietary and wellness intelligence into Fegmo's agentic catalog infrastructure, helping retailers transform incomplete and fragmented product information into accurate, enriched, and commerce-ready experiences. The combined capability is designed to make it easier for shoppers to discover products aligned with their dietary needs, health goals, allergens, and personal preferences.

Retailers increasingly want to support health-conscious shopping, but the product intelligence required to do so is

often fragmented across supplier feeds, ingredient panels, product labels, internal systems, and manually maintained attributes. Even when reliable dietary information is available, operationalizing it across thousands of products and multiple digital channels can require significant manual effort.

Sifter provides continuously maintained product intelligence spanning more than 130 dietary tags, ingredient information, allergen data, and wellness-oriented product characteristics. Fegmo applies its knowledge graph, catalog agents, governance workflows, and enterprise integrations

to connect that intelligence with retailer product catalogs and customer-facing commerce experiences.

Together, the companies are bridging capabilities that have traditionally been fragmented across dietary intelligence, catalog operations, and digital shopping experiences.

What the combined capability enables

1. Enrich enterprise product catalogs with trusted dietary, allergen, ingredient, and wellness intelligence.
2. Help shoppers discover products aligned with their dietary needs and preferences.
3. Create more relevant health and wellness search, filtering, recommendation, and product-detail experiences.
4. Reduce the manual effort required to maintain health-related product attributes at catalog scale.
5. Govern, validate, and distribute enriched product content across ecommerce and emerging AI-shopping channels.

"Retailers increasingly want to help shoppers find foods that fit their dietary needs and health goals, but doing that well depends on accurate, continuously maintained product intelligence. By combining Sifter's depth in dietary and wellness data with Fegmo's ability to operationalize product content across enterprise catalogs, we can help retailers turn that intelligence into practical, scalable experiences for their customers."

John Furton, President and COO, Sifter Solutions

"The product catalog is becoming more than a system of record. It is becoming the intelligence layer through which shoppers and AI agents understand which products are right for them. Our partnership with Sifter gives retailers a powerful way to bring trusted health and wellness intelligence into the governed workflows that create, validate, and distribute product content. Together, we can help make healthier and more relevant shopping experiences possible at catalog scale."

Abhishek Ojha, Founder and CEO, Fegmo

The joint capability will be demonstrated at Groceryshop 2026, taking place September 22-24 in Las Vegas. Attendees will be able to see how dietary and wellness intelligence can be incorporated into enterprise catalog workflows to create richer product discovery and shopping experiences.

About Fegmo

Fegmo is the agentic catalog infrastructure for enterprise commerce. Its AI agents transform incomplete and fragmented product data and media into accurate, governed, and channel-ready product content for ecommerce and AI-shopping experiences. Fegmo connects ingestion,

enrichment, media creation, validation, governance, and distribution through a shared product knowledge graph, helping retailers, marketplaces, and consumer brands improve digital execution in minutes rather than weeks. Learn more at www.fegmo.com.

About Sifter Solutions

Sifter Solutions is a Chicago-based food-is-medicine technology company building the infrastructure for integrated food and nutrition care. Sifter's intelligent engine "sifts" grocery products against thousands of attributes including food allergens, ingredient exclusions, and leading chronic conditions. It is used by health plans, retailers, CPG brands, and consumers through a configurable platform spanning grocery access, nutrition education, outcomes tracking, and SNAP waiver compliance. Learn more at siftersolutions.com.

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