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<http://www.bizjournals.com/sanfrancisco/blog/2013/06/private-equity-firm-hggc-pumps-154m.html>

Ghost of Webvan: MyWebGrocer gets \$154 million in private equity

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Palo Alto-based HGGC, a private equity firm, has invested \$154 million in a growth round for MyWebGrocer, based in Winooski, Vermont, according to [financial documents](#) filed with the Securities and Exchange Commission.

MyWebGrocer offers software that lets consumers plan shopping trips online, schedule pickup or delivery, download coupons and other services.

The company counts 140 grocery retailers among its clients including Kroger and Albertsons. It's a profitable company, employing 180 people, and revenue increased nearly 60 percent in 2012, HGGC said.

While grocery delivery service WebVan was one of the biggest of the dotcom era's busts, online grocery is suddenly a hot new space again, with massive retailers including Amazon and Wal-Mart announcing grocery delivery plans and other grocers such as **Safeway** already offering the service in most of its major markets.

HCCG said through a spokesman it wouldn't comment on the financial terms of the deal, but did issue this [press release](#).

Lindsay Riddell covers energy and cleantech for the San Francisco Business Times.