

# WINE AND SPIRITS

## Pouring into Profit: A Wine and Spirits Success Story



### CUSTOMER PORTRAIT

Technology has redefined the wine and spirits landscape from the inside out. But despite the capabilities of advanced tech, no sector was untouched by Covid-19. The most resilient businesses survived the pandemic's wake and still thrive today, thanks in part to software solutions that provided needed protection and an easier way to pivot during uncertainty. A Blue Ridge customer in the wine and spirits space once felt the sting of the unexpected but has since been able to refine their processes, saving them time and allowing them to pour into the bottom line.

### BARRIERS TO SUCCESS

- Major fluctuations in business on the restaurant and retail sides during and after Covid.
- Inadequate forecasting capabilities and supply chain planning processes.
- Limited ability to track service levels, inventory levels, and other critical metrics.
- Scattered supply chain data after acquisitions and no single source of truth to reference.
- Calendar-based ordering cycles with no order alert capabilities.

**“** With Blue Ridge, we were able to react to changes much more quickly than we could have otherwise.”

### THE BLUE RIDGE RESULT

Since implementing the Blue Ridge supply chain planning (SCP) solution, their results have been staggering. The tremendous successes include:

- Increased forecast accuracy, inventory turns, and profitability.
- A ~10% reduction in inventory carrying costs.
- Little to no out-of-stock challenges after switching to demand-based order cycles.
- More optimized service and inventory levels as a result of automation.
- Higher guarantees of profitable buys due to streamlined deal assessment.
- Better warehouse management across the distribution network.
- Decreased operational and transportation costs.

## THE BIG PICTURE

Being a wine and spirits distributor means facing challenges head-on, whether it be a pandemic or the pain of inflation. In a short time, we were able to help transform the fate of a customer in the wine and spirits industry for the foreseeable future through demand-centered processes, hand-to-hand support, and trustworthy deal assessment. With the right SCP solution, you, too, can have profit margins that keep improving with time.



## NO GUESSING. JUST SUCCESS.

Blue Ridge designed smarter software for demand planning, replenishment, and inventory optimization that achieves positive ROI quickly. Simple, scalable, and powerful supply chain management to break free from spreadsheets or inadequate ERP planning modules and leverage a data-driven, AI-powered supply chain planning engine backed by world-class support. Trusted by distributors, manufacturers, and retailers around the world, Blue Ridge offers a streamlined, easy to use solution, a strategic LifeLine program, and proven results that take the guess work out of selecting the right supply chain management partner.



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