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Frucor Beverages maximises sales at independent retailers with Aldata Space Optimisation

- 3% \$ sales growth ahead of rest of market maintained since implementation, with 65% due to new sales
- An additional 2700 new distribution points across the 463 stores that have implemented the customised store specific planograms
- Approximately 900 store specific planograms produced in 4 weeks



Aldata **Certified** Partner

Since its beginnings in the early 1960's Frucor has evolved from a small New Zealand juice business to a leading Australasian drinks company and the market leader in energy drinks in Australia and New Zealand, now employing over 800 people. Frucor manufactures, markets and distributes a range of juices, energy drinks, waters and soft drinks, many of which are household names throughout New Zealand and Australia. Energy drink 'V' is also distributed throughout Europe and the UK. Frucor brands also include Just Juice, Fresh-up, McCoy, Citrus Tree, Simply Squeezed, Arano, H2Go, NZ Natural, G-Force, Supplement Water, Mizone, Moccona, Pepsi, Mountain Dew, 7Up and Frank. Since 2009, Frucor has been wholly owned by leading Japanese beverage and food company Suntory Group.

Frucor needed to be able to utilise its unique demographic intelligence to produce store specific and cluster level planograms for Frucor owned fridges in convenience retail outlets. While they had ready access to the data, Frucor had no way of translating it into usable planograms for their independent customers.

Since going live on Aldata's Space Optimisation solutions, Frucor have increased sales ahead of the market, produced over 900 store specific planograms in 4 weeks and added an additional 2700 distribution points across the 463 stores that have implemented the customised store specific planograms.

Need for Change

Adrian Blake, Commercial Insights Manager at Frucor explained the need for change, "We had implemented 'core ranges' of product across general customer groups before, but faced the usual issues of exceptions and not fitting into existing assets. We had no suitable way of applying our research and sales data practically, let alone in a visually appealing and straightforward way which can be provided by customised plans."

Frucor needed a solution to produce store specific ranging based on their data, build large volumes of planograms, be easy to use, be comprehensively supported, and be cost effective. Using Aldata's Space Optimisation solution for automated and manual space planning, Aldata partner Metiri Mensus were able to provide a working demonstration with Frucor data that produced store specific planograms in an easy step-by-step process. The project was developed in conjunction with Frucor to make sure their needs were met.

Aldata's partner Metiri Mensus put together a jumpstart programme over a period of a month that covered installation, setup and training. Frucor experienced very little downtime with market ready store specific planograms being produced by the end of the jumpstart period.



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“We are extremely pleased with the results as they have exceeded our expectations. Our return on investment is measured in weeks, and we look forward to taking what we have learnt into other channels to help drive growth.”

Adrian Blake,
Commercial Insights Manager,
Frucor Beverages

“Our preconceptions were challenged by the jumpstart programme, and as a result our base planograms are far better now for having gone through the process. Business awareness of, and interest in, space planning has grown massively”, said Adrian.

As part of the initial stages, Frucor reviewed other automation solutions in the market place. The Aldata Space Optimisation solution was the only one able to integrate with Frucor’s data and produce a live working demonstration.

“Aldata Space Optimisation is a critical tool for Frucor, as it enables us to utilise our own very specific intelligence and expertise in terms of optimising space and range so as to maximise sales,” said Adrian

“In addition to these tangible results, we have gained a lot of goodwill from both field representatives and customers towards the plans, especially when pitching to new customers as a way of exhibiting a range tailored to what we know about their store and fitting the recommended equipment.”

All of Frucor’s intellectual property on category insights is able to be retained in projects and rules sets, meaning a very quick transition with new users, which has resulted in minimised down time for training.

Looking to the future, Adrian says, “We are using the tools on an almost daily basis. Being able to focus effectively on store specificity has given us a compelling advantage in a very competitive market.”



About Aldata

Aldata is a global leader in retail and distribution optimisation. Our software and service solutions help retailers, distributors and manufacturers dramatically improve their business performance. We optimise categories, space, supply, logistics, and consumer engagement to increase our customers’ revenue and margins, reduce time, cost and waste, and enhance on-shelf availability, service, and retention. Founded in 1988, Aldata has an unparalleled track record of delivering successful projects for the world’s largest retail and consumer brands, national wholesale and distribution organisations, and regional store chains. Discover more about Aldata’s customers, our solutions, and the multi-skilled global team that supports them at www.aldata-solution.com

About Metiri Mensus

Metiri Mensus’ business is 100% Merchandising. Metiri Mensus is an innovative and dynamic company offering a wide range of Retail Merchandising Solutions that provide the tools for companies to merchandise effectively. Metiri Mensus are known as the experts in merchandising and retail space planning via the distribution of Aldata Space Optimisation Suite throughout Australia and New Zealand. www.metirimensus.com



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