



Group Aoste selects Aldata

Leading French Charcuterie (cooked and dry meats) specialist Group Aoste selects Aldata to optimize its category management process.

February 11, 2011 - "We wanted to give our teams the tools and structure they needed to optimize their category management process. Aldata's Assortment Optimization solution met these requirements; it's delivered greater flexibility and has enabled us to deliver against our vision of the Shopper." Eric Boumendil, Director of Category Management

About the customer

Group Aoste, is a subsidiary of Campofrio, a European leader in the processed meats industry. Group Aoste's brands include: Justin Bridou, Cochonou and Jean Caby.

What have they purchased and how will it help their business?

- Group Aoste have purchased Aldata's Assortment Optimization solution to drive greater category insight and are now able to simulate the impact of assortment changes at the store and category level
- Group Aoste has outsourced its category data management process to Aldata. The time saved means the team at Group Aoste are now able to spend more time on category analysis and adding value to its retail partners.

100% Merchandising

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