



Manitoba Liquor Control Commission Selects Aldata

Aldata Provides Real-Time Supply Chain Visibility to Dramatically Increase Efficiency

May 10, 2011 [Aldata Solution](#), a global leader in retail and distribution improvement software, today announced that [Manitoba Liquor Control Commission](#) (MLCC) has selected Aldata's retail supply chain suite for Merchandizing Optimization and Demand-Based Replenishment to its 50 liquor stores.

The Manitoba Liquor Control Commission, based in Winnipeg, Manitoba, Canada, is mandated with regulating, distributing and selling alcohol in the Manitoba province. With annual sales of more than \$580 million, the MLCC is one of the largest single buyers of beverage alcohol in the world, purchasing product from more than 2,900 suppliers in 56 countries. The MLCC supplies approximately 1,700 customers and annually processes more than 63,000 orders. The organization will use Aldata to improve assortment and Liquor Mart replenishment processes, improve supply chain efficiency and improve retail reporting and analytics.

"We were impressed with the range of functionality that Aldata's retail supply chain suite offers in the areas of merchandising optimization and automated store replenishment, which will allow us to effectively centralize our related business operations. With Aldata, we will be able to improve visibility into our supply chain process and introduce improvements to expedite our ordering and replenishment processes. This will help to ensure that we have the right products in the right place at the right time," said Gerry Sul, chief corporate services officer, Manitoba Liquor Control Commission.

"We are very pleased to welcome MLCC to the Aldata retail customer community," said Brendan Lowe, president, Aldata North America. "MLCC's selection of our integrated merchandizing optimization and retail supply chain solutions will enable the Commission to reduce costs and manual processes, helping them to better serve their customers across the Province of Manitoba

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Metiri Mensus Pty Limited
Suite 107, Level 1, 30 Cowper Street, Parramatta NSW 2150 Australia
Phone: +61 2 8820 3600 | www.metirimensus.com