



Yoplait Selects Aldata To Help Its Customers Optimize Retail Space

March 18th, 2010 -- Yoplait has selected Aldata Apollo Space Optimization from Aldata, the retail software specialist, to improve category performance and shelf reach by automating planogram production for its operations in France. This will enable Yoplait's category managers to share with its key retail accounts planograms that combine assortment decisions with a store's unique space constraints and demographics.

The implementation will help Yoplait achieve two key objectives. Firstly, it will save significantly on the time the company's category managers were spending developing planograms manually for each individual store. Secondly, Aldata Apollo will enable Yoplait to collaborate more effectively with the retailer's trading teams to deliver store-specific planograms that take into account shelf space size, fixtures and local consumer demographics.

Automating planogram production for Yoplait is critical. Its merchandise has a short-shelf life, is highly seasonal, with out of stocks and wastage eroding revenue and margin potential. With Aldata Apollo, Yoplait will be able to collaborate more effectively with its retail accounts and allow its customers to maximise sales and better manage inventory through store-specific planograms.

Julien Crespel, Head of Merchandising at Yoplait, said; "Aldata is the only software vendor offering automated planogram production capable of integrating with our retail partners' own systems. Our partnership with Aldata goes beyond that of a solution vendor, as Aldata is also facilitating contact with their retail customers."

Allan Davies, CMO, Aldata Solution, said, "Yoplait joins a growing number of suppliers and retailers across Europe who are making automated space planning an integral part of their business and are realising the benefits of better managed inventory, improved collaboration and category sales growth."

About Yoplait

Yoplait offers some of the most famous yogurt brands in the world and is sold in over 50 countries globally. Yoplait was originally formed when 100,000 French Farmers decided to join together to better market their products in France. Yoplait makes popular brands such as Petits Filous, the number one children's dairy pot brand, Petits Filous Frubes, the best-selling fromage frais brand for children's lunchboxes, Wildlife and Yop. Yoplait also makes, under license, Weight Watchers chilled yogurts and fromage frais, as well as a range of chilled pot desserts.

More at: www.yoplait.fr

Aldata 100% Retail-Wholesale

Aldata is a global leader in the supply of integrated business solutions to organizations that serve the retail consumer and wholesale distribution markets. Aldata has an unparalleled 20-year track record of delivering targeted software projects that substantially improve its customers' businesses, from supplier to shopper. Today, Aldata customers include 15 of the World's 30 largest retailers, thousands of retail brands, and hundreds of national and regional chains.

More at: <http://www.aldata-solution.com>

100% Merchandising

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