

# Country Malt achieved a more automated and efficient Supply Chain Planning cycle that eliminated the need for spreadsheets

## CCH® Tagetik case study



### Company

Country Malt Group

### Industry

CPG - Food & Beverage

### Uses of CCH Tagetik software

- Supply Chain Planning for Sales & Operations Planning (S&OP)

### Key facts

- Began in 1995
- 13 distribution centers are located strategically throughout the United States and Canada
- Combining for over 200 years of craft beverage experience

### The challenge

With over 200 years of combined brewery and brewing experience and 13 distributions centers across North America, the team at the Country Malt Group (CMG) understands the importance of excellent ingredients, product knowledge, and expertise in making great beer.

As a North American-based distribution company, CMG is committed to bringing a wide range of products, a high level of service, and competitive pricing at a distribution center near you. Effective Supply Chain Planning is a key component to meeting this commitment and is a complex task to manage without the right tools and processes in place.

With the rapid surge of the craft beverage industry and CMG's growth to its current position as a leader in the distribution business and the lack of a fully integrated planning solution, CMG identified an opportunity to improve their planning process and bridge the existing gap between their Financial & Operational Plans.

The lack of fully integrated tools and processes required a significant amount of manual input and maintenance, with a higher risk for errors and inaccuracies and lacked end-to-end visibility not allow for efficient collaboration throughout their supply chain.

In order to break down the barriers between financial planning, demand planning, and inventory planning, Country Malt Group needed a unified planning platform that allowed for cross departmental collaboration.

### The solution

The beer brewing industry has been around for thousands of years, and, while the business behind brewing may be different, relatively little much has changed in ingredients and technology. Both big and small breweries alike use malt as a main ingredient, and Country Malt Group understands the importance of high-quality ingredients to their customers.

Looking to change the paradigm around demand planning in a slow-to-advance industry, Country Malt Group choose CCH Tagetik to help them grow revenue and reduce costs related to expiring ingredients as well as storage. CCH Tagetik has enabled Country Malt Group to modernize their supply chain, moving away from making

## Requirements

A unified planning platform that allowed for cross departmental collaboration

## Benefits & results

- Achieve a more efficient Supply Chain Planning cycle that eliminated the need of using several Excel spread sheets
- Connect and align demand, supply, production and sales plans
- Optimize inventory working capital without a negative impact to sales goals
- Provide the ability to adapt more quickly and proactively to market changes
- Enable transparency and alignment amongst the different departments throughout the entire supply chain network

manual inputs to now having an automated supply chain that alerts planners when adjustments need to be made to demand and inventory.

Utilizing CCH Tagetik Supply Chain Planning has helped Country Malt Group break down barriers between demand planning, inventory planning, and replenishment.

CCH Tagetik Supply Chain Planning allows Country Malt Group to model their inventory optimization and see how different scenarios will impact their supply chain. Before, Country Malt Group's planners were having to make manual inputs which was hindering their ability to make strategic decisions. By utilizing CCH Tagetik, planners are able to spend time determining optimal strategies based on real time data and market insights.

CCH Tagetik has also allowed them to integrate shelf life and expiration into their forecasts. They can now see when products are going to expire within their different distribution centers. This visibility enabled them to proactively make strategic plans order to mitigate this risk, whether it be promotions or moving product to another facility where the product is selling better.

As the COVID-19 pandemic caused extended stay at home orders, the brewing industry saw a spike in sales for home brewing while craft brewing saw an unprecedented decrease in sales. Having the flexibility to react to these changes quickly was valuable for Country Malt. By utilizing CCH Tagetik, they were able to identify the impact of COVID-19 and communicate with procurement about the changes in demand. This process would have taken weeks to make adjustment to the rapid changes, but with CCH Tagetik's insight they were able to quickly respond, react, and make changes to plans in a moment's notice.

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## About customer

Country Malt Group\* humbly began in 1995 as North Country Malt, operating out of a lawnmower shed with six bags of grain, a homebrew grist mill, a cargo van, and no customers. Twenty-four years later, 13 distribution centers are located strategically throughout the United States and Canada, housing a dedicated sales and support team combining for over 200 years of craft beverage experience. They understand the importance of high-quality ingredients, product knowledge, and expertise in making delicious craft beverages. Being easy to do business with is what drives the Country Malt Group team, who are available to assist you, always striving to Inspire Your Best Craft. More information can be found at [www.countrymalt.com](http://www.countrymalt.com).

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