



PRODUCE FRESH FOOD IN STORE WITHOUT ANY LOSS

Ctac Instore Production predicts what supermarket customers need. The result: a continuous fresh-food experience.

Losses cost the Dutch supermarket sector around €1 billion a year. Over one-third of that amount can be traced back to the meat products, cheese and bread departments. With Ctac Instore Production, these departments can produce and prepare the right products at the right time. The result is a continuous fresh-food experience, satisfied customers, minimal after-sales service and minimal loss.



Research carried out at Wageningen University reveals that the meat products department accounts for an annual loss of €156 million and the bread department €133 million. This suggests that supermarket employees find it hard to determine when to bake or slice products so that fresh products are always available without any excess.

Unless action is taken, the cost of losses is expected to increase because, in addition to meat and bread, supermarkets are increasingly preparing fresh meals such as fresh salads, crispy stone-oven pizzas and tasty sushi in store. Calculations by Wageningen University reveal that costs due to losses can amount to as much as 8% of the total annual turnover.

Ctac Instore Production can significantly reduce such costs. This solution combines historical data, current

sales data per item, stock visibility and information from external sources to predict the demand for fresh meat products, croissants and other fresh produce per hour. Based on this prediction, the system generates an updated production proposal several times a day. That way, the exact products customers want are in store every morning, afternoon and evening. Crispy fresh, which appeals to all your customers' senses.

For other fresh produce, too

The solution's possibilities aren't just limited to the meat and bread departments. For example, the production of freshly-made pizzas can also be optimised using Ctac Instore Production. Thanks to detailed insight into the sales history, the system can determine the demand for certain ingredients in advance. That way, employees never miss products such as tomato sauce, mushrooms,



salami and so on, while customers always get the sumptuous pizza they requested. Of course, the same applies to all fresh products prepared in store, not just pizzas. As a result, Ctac Instore Production makes it much easier to profitably introduce new concepts.

How does Ctac Instore Production work?

Ctac Instore Production consists of software that brings together all the relevant data and calculates the expected demand per hour. Ctac Instore Production works seamlessly with your store's systems, terminals and displays, thus ensuring that the used data is always up to date and the calculations are always accurate. The extremely user-friendly interface helps store employees produce the right quantities throughout the day.

Socially responsible

Ctac Instore Production significantly reduces the negative financial effects of loss, of course, but there is yet another important reason why we have developed this solution: Ctac Instore Production is contributing to the reduction of food waste. This social element has become more important in recent years in the supermarket sector and is only going to start playing a bigger role – among customers, too.

Clear pricing model

Ctac Instore Production will be offered for a fixed amount per day, per store, making it very easy to compare the investment costs with the reduced loss costs. It's also good to know that Ctac Instore Production can integrate seamlessly with SAP and any forecasting tool.

ADVANTAGES

Thanks to Ctac Instore Production's intelligent projections and clear production proposals, supermarkets can benefit from various advantages.

Less loss - Markdowns and losses are a thing of the past because the meat, bread and other fresh food is produced in a smarter way.

No more empty shelves - You ensure the right amount of bread, meat or fresh produce so non-sales are no longer an issue.

Fresh produce at all times - Shelf or refrigerator products are prepared no more than four hours earlier, so you sell them when they're at their best. The fresh experience is the exact reason why your customers keep returning.

Satisfied customers at all times - Because the fresh produce is always available at the right time, customers never miss out and leave your store happy.

Smart planning - Not only does the system generate a production proposal, it also takes into account the order in which products can best be produced, for hygienic reasons, for example.

No experience required - The system provides instructions to supermarket employees so that even colleagues without any experience can effortlessly produce the right quantities.