

Case study

Carlsberg

Accurate and timely data to meet consumer demand through TrueSource



Carlsberg Group is one of the leading brewery groups in the world, with over 40,000 employees and products sold in over 150 markets. Its flagship brand, Carlsberg, is one of the fastest growing and best-known global beer brands, producing more than 35 billion bottles of beer a year. The Copenhagen-based company is an international brand that has built its success by maintaining meaningful connections to local markets.

Carlsberg is a major brand in the UK and trades with thousands of 'on trade' customers – pubs, clubs and other licensed premises as well as retailers and off-licences. Own brands are brewed, distributed, marketed and sold with over 180,000 cases incorporating 150 products sent out daily and distributed from a central distribution centre in Northampton. This feeds into four regional distribution centres at Warrington, Leeds, Croydon and Birmingham which in turn deliver to 13 satellite depots strategically located throughout the UK which pick and dispatch orders for onward delivery.

Challenges

Carlsberg's diverse and complex supply chain distributes beverages to a dispersed and extensive range of customers from large retailers and clubs to small off licences and restaurants. The customers have very specific individual needs often requesting quick turn-around times. This is often the case during times of peak demand such as good weather or sporting events. Speed of order turnaround is critical to their success, with customers sending final electronic order confirmations a few days before kegs and crates of beer are loaded onto trailers.

With such a large number of customers, the team needed to make sure that the data collection process was as smooth and accurate as possible. However, this was time-consuming for Carlsberg as customers required different information which made providing accurate and timely data quite a challenging and onerous process. The data that Carlsberg was sending caused problems with store planning, on shelf availability and warehouse storage.

"Whether our clients are a committee club, a traditional pub, supermarket or hotel, we believe they need a service they can work in partnership with to meet demand and requirements. We try to understand our customers' objectives and help to achieve them through the smooth running of our supply chain. Data quality is important in delivering this aim."

Francesca Peterson
Carlsberg UK

One of Carlsberg's key customers: Mitchells and Butlers, a leading operator of restaurants and pubs in the UK, requires all of its drinks suppliers to send accurate and up-to-date product information through the GS1 certified Global Data Synchronisation Network. Mitchells and Butlers wanted to ensure that product information within the supply chain was managed, aligned and exchanged electronically between itself and key suppliers such as Carlsberg.

Carlsberg was using an existing data pool service to meet ongoing customer requirements for increased supply chain efficiencies. However, this service wasn't meeting its needs efficiently enough – there were little or no data quality validations in place which meant that errors and inconsistencies in the data were being sent to customers.

With a fast-moving and complex operation, it was critical to Carlsberg that customers receive a high quality of data in a timely manner as mistakes would lead to loss of sales and unhappy customers.

Approach

To address the problem of their product data quality, Carlsberg began working with GS1 UK to implement the roll out of their master data management solution: TrueSource. GS1 UK has a vast amount of experience and expertise in the area and close links with existing suppliers in the Food Services sector. TrueSource is a data management service that provides a toolset for retailers and brand owners to ensure their product data is accurate, up-to-date and standardised across supply chains, stores and online.

TrueSource enables Carlsberg to react to ongoing customer demands for accurate management of data. Carlsberg is able to input all the product information that its customers required accurately and consistently in a timely manner. The service helps Carlsberg identify where data is missing or inaccurate and correct this. Customers such as Mitchells & Butlers are able to benefit from better visibility of products from Carlsberg with fewer information errors.

Solution

By using TrueSource, Carlsberg is able to ensure the data that they provide is accurate and consistent for customers. This meant their customers were happy – they received products on time, spent less time chasing pack information and were able to keep up stock levels with enough products available. Loyal consumers are happy that there is a constant supply of their favourite beer.

The service was instrumental in improving speed to market for the company's new product ranges. This was especially important for the upcoming seasonal sporting events and holidays where new products and packaging would be used to promote the brand.



"It is key, therefore, that our master data management supplier shares our commitment to expertise, professional service and understands our requirements – GS1 UK and its solution; TrueSource, are a natural fit in meeting our needs."

Francesca Peterson
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