

Britvic plc Case Study



About the client

Britvic plc, a cornerstone of the UK's soft drinks industry since the 1930s, combines a proud heritage with a forward-looking vision. As the UK's largest supplier of branded still soft drinks and the second-largest for branded carbonates, Britvic boasts an impressive portfolio of iconic names like Robinsons and Tango, alongside innovative favourites such as J2O and Fruit Shoot. Their premium mixers under the London Essence brand, along with collaborations with PepsiCo to bring Pepsi and 7UP to UK consumers, further solidify their leadership.

With a commitment to sustainability and innovation, Britvic continues to shape the future of beverages: delivering exceptional quality while meeting evolving consumer preferences and environmental goals.

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No more bottlenecks

For Jo Henderson, Collaboration Manager at Britvic, ensuring household favorites like Pepsi, Tango, and Lipton are always within reach is no small feat.

It's a constant balancing act—aligning forecasts, coordinating supply, and monitoring availability across some of the UK's largest retailers. Success depends on sharp analytics, seamless communication, and proactive problem-solving.

But when data pours in from every direction, translating insights into action can feel daunting.

"Like many, I was initially overwhelmed by the sheer volume of data," Jo explains. "But SKUtrak made it all

make sense. It filters out the noise and provides clear, actionable insights to address our forecasting and availability needs."

From data confusion to intelligent actions

From depot stock delays to mismatched forecasts, bottlenecks can lead to empty shelves, missed sales, and frustrated shoppers. For Britvic, engaging retailers head-on to resolve these issues requires both clarity and focus.

"Since its introduction, SKUtrak has completely transformed our short term forecasting. Suddenly, we could see which products were flying off the shelves and which were languishing. We could track stock levels daily and anticipate potential shortages before they happen. That granular level of insight boosted our weekly forecasting accuracy significantly," Jo explains.

"Every morning, the KPI alert is the first thing I check," Jo shares. "For example, during one week, it flagged 37 stores with poor availability. This daily snapshot allows us to take immediate action."

SKUtrak turns insights into a list of prioritised SKUs to action against, enabling Jo to quickly identify issues—whether they stem from depot stock, the store, or the supply chain. "Having store-level insights has also helped us direct field teams to improve our rate of sale (ROS)," Jo adds.

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Without SKUtrak, everything would take so much longer. Instead of clear, actionable insights, we'd be stuck pulling multiple reports, piecing them together manually. It's not just about saving time—it's about making better decisions faster.

**Jo Henderson, Collaboration
Manager, Britvic**



Key benefits



Significantly boosts weekly forecasting accuracy, enabling the anticipation of demand and prevention of stock shortages.



Ensures consistent product availability through daily monitoring of stock issues and pinpointing shortages at depot and store levels.



Equips Britvic with insights to make prioritised decisions, enable proactive planning, and strengthen retailer partnerships."

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"SKUtrak gives me the insights I need to make my supply chain calls clear and productive. It takes the stress out of those conversations because I can address issues with confidence, knowing the data has my back."

Jo Henderson, Collaboration Manager, Britvic

Taking charge of the conversation

SKUtrak insights are also helping shape conversations and demand with retailers. Armed with clear, actionable data, Jo is able to collaborate effectively during weekly supply chain calls and shares detailed SKUtrak reports three times a week to foster alignment.

"When we showed one of our major customers that depot stock was fine, but shelves were empty, the conversation shifted," Jo explains. "They couldn't ignore the evidence, and we moved from firefighting to proactive planning."

The results? Better forecast alignment, stronger retailer commitment, and faster issue resolution. With SKUtrak, Britvic gained the credibility to challenge constructively, addressing availability issues before they escalated.

"For example, when Pepsi Max 500ml availability dropped to 78%, SKUtrak quickly flagged the issue, allowing us to resolve it efficiently," Jo notes. "It's become our linchpin for driving resolutions."

Applying mission critical insights

SKUtrak not only addresses daily availability challenges but also provides actionable insights in other critical areas. The improved visibility has had a significant impact on several key aspects of Britvic's operations:

- **Promotional evaluation:** "SKUtrak has also helped us with our promotional evaluation," Jo shares.

"For example, we've seen the impact on lost sales when the first shipper with stock isn't available in-store at the right time. We also identified SKUs that were ranged but had been switched off from ordering in-store and quickly rectified that."

- **Seasonal planning:** "With Christmas approaching, we've used SKUtrak to show where retailers are underforecasting," Jo explains. "We've been able to say, 'This is where you're falling behind. Order more to avoid gaps on shelves.'" This proactive approach has ensured shelves stay stocked during demand peaks.
- **Year-over-year performance:** Beyond these specific examples, the teams also use SKUtrak to compare year-over-year performance and push for better stock levels on high-revenue lines.

A future fizzing with opportunities

Managing a growing portfolio of innovative products like London Essence, Aqua Libra, Jimmy's Coffee and others adds layers of complexity to forecasting and supply chain management. "It's this complexity that makes actionable demand intelligence so important," says Jo. "With SKUtrak, we're not only avoiding lost sales but driving sustained category growth by ensuring the right products are in the right stores at the right time."

Jo emphasises that success hinges on collaboration. "It's about conversations built on trust," she explains. "By combining actionable insights with regular supply chain updates, we ensure our SKUs get the attention and availability they need to thrive."

About Crisp SKUtrak

As the leading retail data company, Crisp leverages AI to facilitate the integration, access and exchange of data between CPG brands, retailers, and distributors, providing unprecedented visibility to optimise retail sales and the supply chain infrastructure. Trusted by 6,000+ brands representing more than \$2.5T in retail sales across over 250K stores, Crisp transforms retail data into a competitive advantage. In the UK, these capabilities are delivered through SKUtrak – Crisp's demand intelligence product, trusted by leading grocery suppliers to improve availability, reduce waste, and grow sales for a more efficient, sustainable retail supply chain. In the UK, these capabilities are delivered through SKUtrak – Crisp's demand intelligence product, trusted by leading grocery suppliers to improve availability, reduce waste, and grow sales for a more efficient, sustainable retail supply chain.