

Vibrant Foods Case Study



About the client

Vibrant Foods is a leading producer of South Asian food products in Europe, offering a wide range of well-loved brands such as TRS, East End, Fudco, Cofresh, Everest, and Chai Xpress. With a significant presence in the UK, the company is committed to delivering authentic, high-quality food products – including essentials like flours, nuts, snacks, pulses, spices, dairy, rice, and more – to consumers.

Vibrant Foods has experienced rapid growth and recognises the importance of data-driven decision-making to sustain this momentum. Its key partnership with Tesco is a testament to the company's focus on collaboration and innovation. Together, they are dedicated to meeting the evolving needs of consumers by offering inspiration and encouraging shoppers to experiment with new global dishes.



Powering growth and relationships

Vibrant Foods was growing rapidly but struggling to harness their data for insights. Jaime Morris, Commercial Account Manager for Tesco at Vibrant Foods, knew there had to be a better way.

"I barely had time to download the data, let alone analyse it for meaningful insights," Jaime recalls. "We were overwhelmed, not informed." Then SKUtrak changed everything. The Demand Intelligence platform transformed their approach, empowering the team with daily, granular insights to enhance

forecasting, optimise promotions, and make data-driven decisions about their product range.

"For me, it's the intuitive nature of SKUtrak and the ease of use. It's the daily information at a granular level of detail that I like. It's at the sub-category level, but it's also down to SKU performance." SKUtrak allows Jaime to deep-dive into product performance with a user-friendly interface and visual dashboards, saving hours each week on data collection and reporting.

"SKUtrak didn't just help us maintain double-digit growth," says Jaime. "It helped us accelerate it."

Spicing up innovation

Vibrant Foods is redefining the taste of tomorrow. By harnessing the power of SKUtrak, they're not just meeting the demand for South Asian cuisine, they're anticipating it, with a product line that's as diverse as the palates they serve.

"We see a huge opportunity to attract both third and fourth-generation South Asians, as well as non-South Asians, to our category," Jaime explains. "SKUtrak's daily sales insights help us monitor new product performance, identify underperforming lines, and pinpoint areas ripe for innovation."

One example of this innovation is their upcoming launch of instant pancake mixes in Tesco. This move aims to appeal to a broader audience who crave convenience but still want to

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SKUtrak saves us hours each week by providing daily intelligence with just a click of a button. I can log in and get visualisations that quickly show me what I should be focusing on this week – for example, has the Rate of Sale declined? Are we missing sales from product availability issues? Did we get the uplift we expected from our promotion?

Jaime Morris, Commercial Account Manager for Tesco at Vibrant Foods

Key benefits

- ✓ Double-digit growth maintained and exceeded through daily, granular insights.
- ✓ New product opportunities identified and underperforming lines recognised, leading to successful product launches like meal deal trials.
- ✓ Promotional performance enhanced by understanding the impact of discounts on purchasing behavior and inventory levels.
- ✓ Revenue protected and growth potential realised through identification and prevention of product delisting.
- ✓ Stronger collaboration with Tesco buyers fostered by data-backed insights and recommendations.
- ✓ Supply chain disruptions mitigated and service levels improved through real-time alerts on stock levels.

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"SKUtrak gives us a powerful edge in range reviews, quickly revealing which products are underperforming or have distribution gaps. This allows us to defend our shelf space, make data-backed recommendations for new listings, and drive innovation to meet the evolving needs of Tesco shoppers."

Jaime Morris, Commercial Account Manager for Tesco at Vibrant Foods

make authentic dishes, reflecting the growing desire for quick and easy meal solutions.

"We're using SKUtrak to see exactly where growth is coming from within specific sub-sectors," Jaime says. 'This allows us to develop new products that meet those evolving needs and encourage experimentation in the kitchen.'"

SKUtrak is also crucial in testing new initiatives, such as a recent trial meal deal at Tesco. "SKUtrak's insights allows us to monitor the trial's performance daily and jump on any issues quickly to ensure it is a success," Jaime shares. "If successful, we could expand to hundreds more stores. These trials are also crucial for us to demonstrate success to other retailers."

Lifting the lid on promo performance

Jaime also points to SKUtrak's value in helping to sharpen promotional planning for better outcomes. During a recent promotion offering 20% off in their World Foods category, SKUtrak provided Jaime with the insight needed to understand variations in shopper demand.

"Our analysis revealed that categories with growth potential, like snacks and grills, sell quickly, while items like spices have slower repurchase rates," Jaime explained. "With this intelligence, we can fine-tune our promotions to ensure optimal inventory levels and capitalise on previously missed sales opportunities."

Defending product lines

Just as it is important to find ways to grow, SKUtrak has also helped Vibrant Foods protect shelf presence. Recently, Jaime used the platform's Range Review dashboard to identify a top-selling SKU that was significantly under-distributed in Tesco stores. By combining SKUtrak's analysis with their category expertise, Vibrant Foods was able to demonstrate the product's strong sales performance and prevent it from losing distribution in 300 stores.

This data-driven intervention not

only protected the product but also a substantial chunk of revenue, highlighting the value of SKUtrak in identifying and capitalising on overlooked growth potential.

Strengthening buyer conversations

Jaime has found SKUtrak integral in helping him make daily data-driven decisions that shape demand and improve customer collaboration. It allows him to generate detailed analyses for any timeframe—whether it's four, eight, or twelve weeks—in seconds rather than hours. "I can quickly assess our Tesco performance, identify growth drivers, and pinpoint areas for improvement," he says.

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"SKUtrak empowers us to present a compelling, data-driven narrative to buyers, showcasing the value and incrementality our brand brings to the category. It's not just about having a great product; it's about proving its commercial success with hard metrics."

Jaime Morris, Commercial Account Manager for Tesco at Vibrant Foods

He adds, "SKUtrak has been instrumental in my conversations with people on the retail side. The Range Review dashboard, in particular, allows us to build compelling cases for investment in new product listings and increased distribution. Buyers find it difficult to argue with the hard data and actionable insights that SKUtrak provides. We can now confidently present a unified picture of the category, our brand's performance, and commercially attractive propositions."

Keeping shelves stocked

With the aid of alerts, Jaime can also keep a watchful eye on any looming

issues, allowing him to act rather than react.

"We've faced challenges on our supply chain side that risk impacting our service levels to Tesco," Jaime admits. "But SKUtrak's real-time alerts have been invaluable."

These alerts allow Vibrant Foods to respond swiftly to falling stock levels, ensuring their products are readily available for customers. This not only improves the customer experience but also strengthens Vibrant Foods' relationship with Tesco.

"SKUtrak gives us the agility to replenish products before they run out," Jaime explains. "This has led to better communication, increased trust, and ultimately, accelerated growth within our Tesco account."

Talk to us to find out more

Email us at info@skuttrak.com



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.