

Crisp always gives you delicious results.

Walmart   TARGET

WHOLE FOODS
MARKET

+Many More

With real-time visibility into sales and inventory across retail channels, Crisp customers are able to spot new opportunities, reduce waste, and skyrocket profitability.

Gain distribution

High Road Craft Brands analyzes sales and velocity by geography to find opportunities for growth. From there, they build a data-driven case for buyers, citing sales at nearby stores or other chains with similar demographics. **The result? Expanded distribution in all the right places.**



Product Distribution by Geography



Save on costs

Greenleaf Foods uses Crisp to manage inventory, avoid deductions, and prevent waste. With up-to-date inventory data from distribution centers, the team can proactively replenish product or take steps to move inventory nearing expiration. **Using Crisp's Chargebacks Dashboard, they also minimize deductions and maintain service levels.**



Current Weeks of Supply

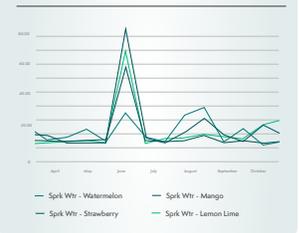


Increase velocity

Zest Tea uses a data-driven approach to design promotions that drive velocity and attract long-term customers. Collaborating easily using a single source of truth, the team also discovered that a traditionally slow selling flavor was a huge hit in the Northeast. **By optimizing regional product assortments, velocity increased across the board.**



Units Per Store Per Week Over Time



Expand the product line

Katz Gluten Free uses Crisp data to inform product development and assortment, looking at sales across regions and banners to see how products sell when paired together. From there, they apply learnings to other retail partners, **decide which flavors to develop next**, and design targeted marketing campaigns to launch new products.



Sales by Product

Description	Total Sales	Quantity Shipped
1. Pasta Sauce Red Herbison	\$229,000	22,000
2. Pasta Sauce Chg Spz Mar	\$190,000	18,000
3. Hot Sauce Invenity	\$140,000	14,000
4. Hot Sauce Ghost Pepper	\$130,000	13,000
5. Pasta Sauce Butternut Sq	\$100,000	10,000
6. Hot Sauce Crm Garlic	\$80,000	8,000
7. Pasta Sauce Marinara	\$60,000	6,000
8. Hot Sauce Crm Jalapeno	\$40,000	4,000

To see how Crisp data can help your business, book a demo at www.gocrisp.com.

crisp.