



R&R ICE CREAM

With eleven production locations in Europe, 2170 employees in Germany, England, France and Poland, as well as an annual turnover of more than 650 million euros, R&R Ice Cream has, in the meantime, become Europe's largest ice cream producer for trademarks and the second-largest ice cream producer overall. The company supplies the entire European retail sector with more than 2700 different ice cream products.

COLD
ICE CREAM
LOVES
HOT
TEMPERATURES

Vanilla, chocolate and strawberry have, for years, been the favorite ice cream flavors. It is with these classic flavors that Europe's largest ice cream producer and distributor for the trademark R&R Ice Cream has made its main profit. To remain at the top, sound sales planning is key to survival. This is particularly true of the German market which, compared with other European countries, reacts very acutely to factors such as the season, product variety and trend products.

A glance at the challenges facing sales planning at R&R Ice Cream.

STOCKS: A BALANCING ACT BETWEEN SUPPLY CAPACITY AND CAPITAL COMMITMENT

Ice cream is a seasonal product, even if the German food retail sector supplies a full range of ice cream all year round. The ice cream industry makes its main profit during the warm summer months from April to August. In Germany, R&R Ice Cream produces approximately 1000 different ice cream products, 30% go to other European countries and to the other factories in the R&R Group. "In spite of the complex product and sales structures, the vast variety of products and reduced product life cycles, mastering the balancing act between optimum supply capacity and low capital commitment is the ever-present dilemma in Supply Chain Management" explains Frank Huckschlag, Head of Supply Chain at R&R Ice Cream.

TRENDS: EARLY DETECTION OF TOPS, REACTION TO THE FLOPS

As with the entire food sector, the ice cream market is also a trendsetter. The right intuition for the needs of the target group decides whether innovative product ideas successfully penetrate the market or not. Important support in the decision-making process during sales planning is offered by historical information and empirical values which have been gathered during the introduction of similar new products. "In the case of trend products it all depends on detecting the tops and flops early on, in order to react accordingly during production and sales planning" says Huckschlag.

HOW CAN OBSTACLES BE OVERCOME?

In order to recognize market developments early and to be able to react to them in the downstream processes of procurement and production, companies require an up-to-the-minute accurate forecast on market changes.

For these forecasts, R&R Ice Cream uses the INFORM software add*ONE sales planning. This enables the creation of forecasts for current and future sales and developing scenarios. "The add*ONE forecasts are of vital importance for our planning. I don't know any ERP system which allows us to do this as flexibly, quickly and transparently" says Huckschlag.

The add*ONE software provides his team with future target figures, still based on historical data or empirical values. This is honed by the software with the help of up-to-date market input. The planners therefore have access to up-to-the-minute forecasts and can react specifically in production and procurement. It is particularly effective that sales planning at R&R Ice Cream is implemented in conjunction with distribution and subsequently on a 1:1 basis in production. This also ensures that sales planning has extreme market proximity at its disposal and all customer requirements are taken into account comprehensively.

"Since using add*ONE sales planning the accuracy of the forecasts has improved by 20%. Unlike before, when it was once a month, we now receive up-to-the-minute figures at the click of a mouse. This has also led to a considerable optimization of our stocks", summarizes Frank Huckschlag. ■

