

CASE STUDY

Fresh Thyme rolls out Afresh store-level replenishment

Fresh Thyme knows being the best in Fresh is absolutely vital. Creating a world-class Fresh experience drives loyal, high-value customers and grows sales. Better still, operational excellence in Fresh creates a virtuous cycle of shrink reduction, inventory turnover, and labor efficiencies.

Unfortunately, achieving and maintaining operational excellence in Produce remains incredibly challenging due to its inherent complexity. While retailers in other industries have found success by adopting technologies, grocers have not: systems built first for the dry-side of the business consistently fail to deliver in fresh.

Proven Impact

200_{BPS}

INCREMENTAL SALES
GROWTH

25%

REDUCTION IN
SHRINK

+80%

STOCK OUT REDUCTION



The power...and challenges of Fresh

TREMENDOUS
PRODUCE UPSIDE
OPPORTUNITY

+54%

PRODUCE SHOPPER
BASKET SIZE

2X

POTENTIAL IMPACT ON
EBITDA MARGIN

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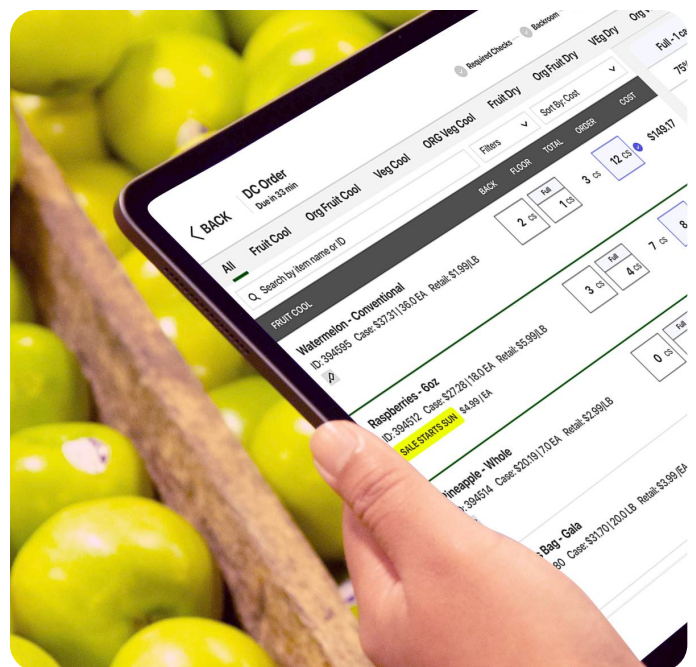
For decades, I've found technology systems were always built around the needs of dry Grocery—not those of Produce. Unlike other companies fitting square pegs into round holes, Afresh addresses the idiosyncrasies of my department with a seamless, end-to-end experience.”

~ Scott Schuette, VP of Produce, Fresh Thyme Farmers Market

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Excelling in fresh food is critical to win the modern-day customer. Real healthy fresh food at real affordable prices is the very heart of our business.”

~ Tod Pepin, Chief Merchandising and Marketing Officer, Fresh Thyme Farmers Market



Fresh-first, store-level ordering and inventory

To thrive in Fresh, Fresh Thyme needed a new approach: legacy systems designed for dry simply couldn't handle the many differences of fresh departments; perishability, variability, inventory uncertainty, dynamic merchandising, and other traits make departments like Produce unique. Instead, Fresh Thyme understood a purpose-built solution was necessary. Afresh was that solution — the round peg for the round hole — tailor-made to handle all the complexities and challenges of Fresh.

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These are consistently the best conditions and strongest performance I've seen in Produce.”

~ Jesse Himango, Assistant Director of Produce, Fresh Thyme Farmers Market

LABOR SAVINGS
(PER ORDER)

1-2hrs

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Afresh has been a game changer. Our customers now enjoy the freshest produce, better in-stock conditions, and can trust our top quality every day.”

~ Tod Pepin, Chief Merchandising and Marketing Officer, Fresh Thyme Farmers Market



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Typically, I've seen inventory and ordering systems take a year or longer to get off the ground. We were impressed when we saw Afresh rollout chainwide in 2 months with minimal training.”

~ Ramesh Reddy, Chief Digital and Information Officer, Fresh Thyme Farmers Market

Chainwide in 2 months

The typical construction of inventory systems means that everything has to be perfect: the data, the items, the scan outs, the receiving, the checkouts. This need for perfection drives integration intensity, deep change management, and labor complexity.

Not so with Afresh: built specifically for the uncertainty of fresh food, Afresh is up and running in no time.



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Because the tool was so simple, we trained our store teammates in way less time than we expected. We can now spend more of our time where it matters - with our customers.”

~ Brett Farmer, Produce Manager, Fresh Thyme Farmers Market