



# Major Regional Grocer Nails Fresh Food Production with Robust Forecasting

Retailer gains demand-based production plans to increase fresh food sales and lower waste with Upshop Production Planning



 **26%**  
reduction on  
production plan  
shrink

 **8%**  
increase in  
fresh food sales

 **36%**  
shrink reduction in  
fresh departments

## The roadblock

Producing the right amount of fresh food each day was a guessing game for this regional grocer; one that resulted in missed sales opportunities and high amounts of waste. Deli and Bakery associates didn't have historical sales data or store-specific forecasts, making it difficult to match inventory orders and food preparation to accurate customer demand.

## The solve

Production Planning from Upshop collects sales data at the item transaction level, so associates can see exactly what is sold in their store and when. Now, the grocer can track and forecast fresh food sales daily, making preparation management tasks intuitive and far less wasteful.

## The impact

This grocer majorly increased fresh food forecasting accuracy and significantly impacted waste with the Production Planning solution: unit shrink dropped 25% on production plan items and average perishable shrink plunged 36% in the Deli and Bakery departments.

# Balancing Waste & Demand

At this grocery store, the fresh foods team kept landing in the Goldilocks Zone: when the deli and bakery departments made too much, waste was high. Too little, and they lost valuable sales. Associates needed help getting inventory and production management just right.

With several hundred locations, one size certainly didn't fit all. The retailer needed store-specific sales forecasts and item-level insight. So it turned to Upshop for help—again. The grocer implemented Upshop's scale management solution nearly ten years prior to add ingredient, allergen, and nutritional facts to item barcode labels. Based on such a successful rollout, they knew Upshop could tackle the fresh food challenge



## More Sales, Less Shrink

Upshop Production Planning collects deli and bakery sales in 200 retailer locations. It tracks and forecasts fresh food sales at the item level. Now, the grocer can compare performance by item, by store, and year-over-year—and use the data to make smarter, store-specific decisions.

Each store has its own demand-based production plan, based on individualized forecasts. These specified production plans help stores prepare the right amount and variety of fresh foods, exactly when consumers want them. The grocer captures more fresh food sales and has tighter control over perishable waste. With more sales and less shrink across 200 stores, Upshop Production Planning paid for itself within the first year.

Upshop's Production Planning solution helped the retailer prepare for an item that had never been on promotion before. The solution forecasted what the store would need within a single unit. This is the store-based planning accuracy that helped this major retailer win fresh sales—which increasing 8% after implementing Production Planning. The solution also saw unit shrink dropping 25% on production plan items, and perishable shrink reducing nearly 36% in fresh departments. The grocer gained confidence in delivering the right products, in the right amount, at the right time—and the knowledge that they could deliver fresh to customers each and every day.



**To learn more:**  
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Upshop has been building store operations technology for 30+ years to provide simplified, smarter, more connected SaaS-based solutions for retailers and associates. Upshop has formed a singular platform that delivers end-to-end visibility, increased sales, major waste reduction, and streamlined labor efficiencies. 150+ retail chain accounts trust our software in over 30k+ stores, 9 countries, and 3 continents.