Case study

**Customer-Centric
Category Management**

Constellation
Brands

Constellation Brands Takes a Spirited Approach to Category Management

- Up to 6% growth in category sales

- Increased availability and decreased stock-outs

The critical importance of a customer focus

"Constellation Brands has built its business around looking at the needs of the consumer, and understanding those needs from our retailer customer's perspective. Our goal is to go beyond a myopic focus on the category and instead focus on customer solutions that truly add value. Our Blue Yonder solutions bring that commitment to life."**– Trent McKinster, Senior Director, Assortment and Space**

Challenges

- With annual revenues of $8 billion, Constellation Brands is a leading producer, marketer and manufacturer of beer, wine and spirits. The 100-plus brands in its portfolio include Corona Extra, Robert Mondavi and Svedka.

- As retailers expanded the number of brands and SKUs they offer in stores, Constellation Brands needed to maximize its category item impact on shelf. Yet it was relying on historical data in a fast-moving market.

- Constellation Brands partnered with Blue Yonder to incorporate forward-looking data and predictive analytics into its space plans, to support growth and maximize the value of assortment over the longer term.

Forming retailer partnerships based on trust

"Retailers want transparency, and they want objectivity. They want to know that they can trust us and our data. With the Blue Yonder category management solutions, we're able to provide a factual basis to show the real value we're adding – and demonstrate how we arrived at our plans. Our retail partners can see exactly how we will both achieve success moving forward."

From a historical perspective to a forward-looking view

"In the past, our plans were based on historical sales data. But in fast-moving categories like beer, wine and spirits, that's not enough. By the time the shelves are set, demand has likely already changed. Blue Yonder enables us to leverage predictive analytics and modeling to forecast future demand movements and anticipate new consumer needs."

Planning for very diverse product assortments

"Our product lines are large and diverse. Blue Yonder helps us rationalize our local assortments and determine which items add the most value. We can eliminate redundancies, focus on high-velocity and highly incremental SKUs, and take other actions that increase shelf productivity."

Solution benefits

- Expanded product categories and ranges, along with fast-moving consumer trends, mean that retailers need to constantly rationalize category SKUs. Space and floor planning solutions from Blue Yonder help Constellation Brands get the right product on the right shelf, at the right store, to meet the evolving needs of consumers.

- Instead of relying solely on an analysis of historic sales data, Constellation Brands can incorporate forward-looking, granular insights and predictive analytics to anticipate longer-term sales trends.

- Integrated category management solutions from Blue Yonder enhance visibility and collaboration, from planning through execution in the store, to support stronger partnerships with retailers and suppliers.

Blue Yonder's expertise

"We selected category management solutions from Blue Yonder to maximize transparency and visibility when making critical item decisions. Compared to other space planning solutions, Blue Yonder allowed us to include more fields –over 50 descriptions– with more robust detail to allow for more impactful and accurate decision-making with our retail partners."

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