

**INFORMATION SERVICES**  
 Working Together to Build Better Brands

**Supply-Chain Management**

Winery Exchange currently manages over 100 brands and 290 products in the US (3-tier distribution) and internationally. Through the supply-chain system, Winery Exchange is able to accurately forecast wine needs for their brands on national levels with retail chains, including Kroger, SuperValu and 7-Eleven with as many as 4,000 locations.

This complex system enables Winery Exchange to manage inventory level at all actionable points, including store, state, market, distributor, distribution centers, warehouse and in-transit. The Winery Exchange supply chain team monitors sales velocity in the retail market with great detail while tracking inventory levels with distributors. The processes of supply chain management allows the Winery Exchange team to account for merchandising and seasonal fluctuations while tracking inventory safety stock based on production lead times. This allows allowing them to have a zero out-of-stock tolerance.

Winery Exchange leverages their unique partner relationships, industry trends and in-depth market analysis supervising all segments from production to customer purchase. This procedure results in the most accurate and reliable process available to the industry.

