

How to tackle fresh food in retail

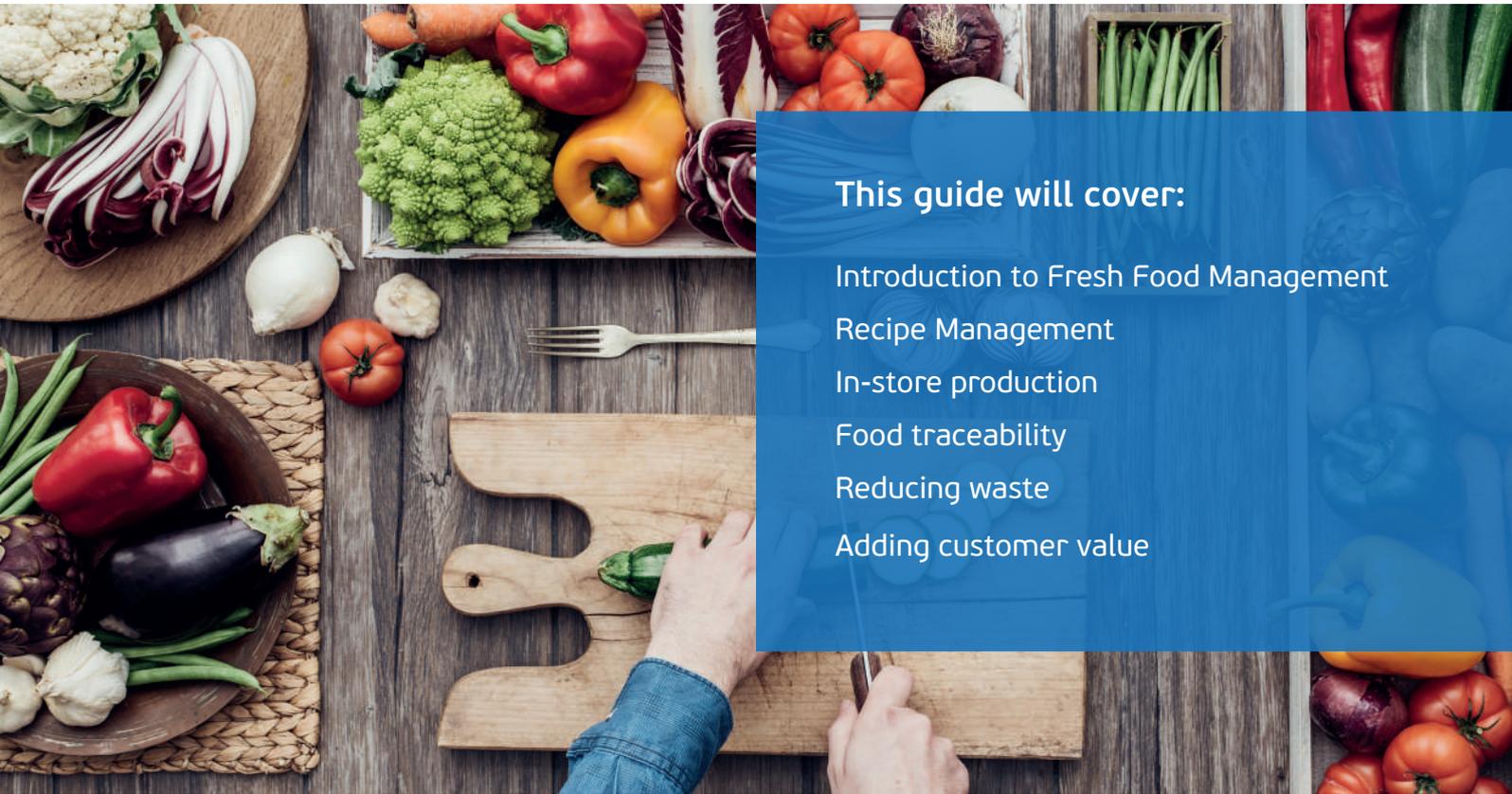
A guide to Fresh Food Management

Simplifying fresh food management

The rising customer demands for fresh and prepared food is making way for new possibilities in retail, boosting sales by as much as 10 percent even in a flat market¹.

Challenges such as traceability, keeping a well-balanced on-shelf availability and reaching desired margins on prepared food, calls for a streamlined approach.

Visma Fresh Food Management is a software solution developed to simplify the way you handle fresh food and food preparation in-store. Dive into our guide and learn how the solution creates value for both your business, your staff and your customers.



This guide will cover:

- Introduction to Fresh Food Management
- Recipe Management
- In-store production
- Food traceability
- Reducing waste
- Adding customer value

Visma Fresh Food Management

Visma Fresh Food Management lets you optimize and keep track of your fresh food and in-store food production. The solution provides accurate product information on the label and meet legislation requirements on fresh food handling. It allows for full traceability from raw material suppliers to finished goods, including food manufacturing handling and reporting. The solution include modules such as recipe management and in-store production.

Visma Fresh Food Management will help you

Improve on-shelf availability

Reduce excess shrink

Optimize freshness and assortment

Drive customer loyalty by keeping the right amount of fresh food available and ensuring high quality

Gain operational control of fresh inventory in-store

Order the right product at the right time and in the right quantity

Increase sales and profits

Visma Fresh Food Management provides you with vital data insights



Real-time data will provide your staff with insights to ensure that they are able to order the right amount of fresh food at the right time.



Stay in control using a variety of built-in KPI using the Analytics dashboard.



Rate stores, departments, categories for efficiency on optimizing freshness, supply, known loss and more.

With Visma Fresh Food Management you will increase sales and profits by transforming your in-store fresh food operations, and significantly improve freshness and on-shelf availability while reducing waste.



- Olof Henriksson, Retail Software Expert



Recipe Management

Generate and manage recipes and ingredients on the go

Visma Fresh Food Management is there for your staff all the way by digitising the entire food operation. From ingredients and units of measure to instructional guides - the solution will facilitate the process of picking, composing and selling prepared food.



Create, edit, and store your recipes for in-store production of prepared food.



Choose recipes based on current stock.



Easy to use with step-by-step instructions.

Get true visibility

The real-time solution runs on a central server and delivers full corporate visibility to in-store execution. Challenges and deviations are automatically alerted, locally and centrally.

Optimize freshness and assortment

Gain increased availability and offer products with maximum freshness in-store by efficiently manage and optimize production. Through better batch control you increase gross margins by reducing fresh food waste.

Increase operational efficiency

Streamline the workflow and overcome in-store production challenges such as being sensitive to the change of staff.

Work smarter

Increase profitability control of fresh food by establishing a performance-based culture. Manage recipes and ingredient costs by collecting high-value data. Rate stores, departments, categories for efficiency and effectiveness on optimizing freshness, supply, known loss and more.



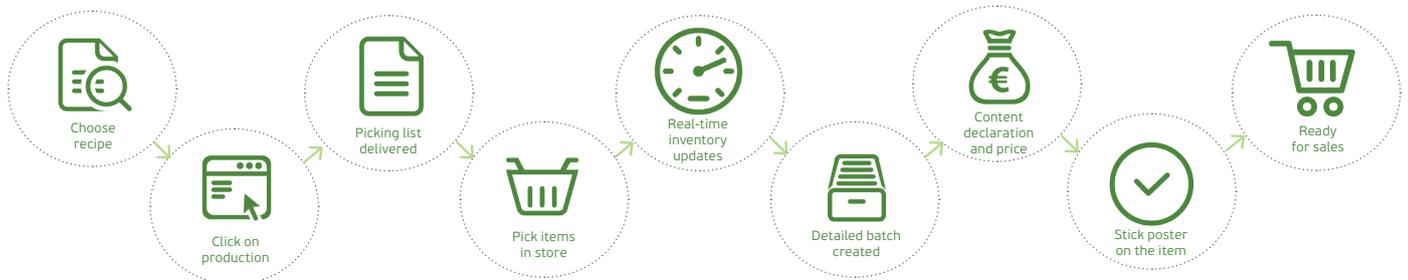
In-Store Production

Manage in-store operations with an intelligent production solution

Optimize and keep track of your food production. The solution fulfills legislation on fresh food handling and provides the correct product information on the label. It allows for full traceability from raw material suppliers to finished goods, including food manufacturing handling and reporting.

With In-store production you will:

- Know what and when to make a certain recipe
- Keep track on marked downs
- Assist with order management
- Keep track of discarded goods
- Avoid out-of-stocks
- Locate to in-store execution challenge
- Streamline the operational control of in-store fresh inventory
- Optimize freshness and assortment
- Assess customer demand by store and product
- Match demand with current in-store inventory
- Auto-generate production and order recommendations
- Optimize inventory and freshness throughout the sales day



Visibility is vital when implementing change in fresh food management. Our solutions provide insights and tools that let you optimize and streamline your fresh food processes.

- Olof Henriksson, Retail Software Expert



Food traceability

Keep track of every item with full traceability from raw material suppliers to ready-to-serve.

Visma Fresh Food Management keeps track of vital batch information from food suppliers, making it easy to locate errors and food of low quality. From arriving at the store, the batch information will be traceable through all in-store processes such as real-time sales data, on shelf-location and through batch splits such producing prepared food.



Handle recalls efficiently

With Visma Fresh Food Management you will know which items, batches and prepared food that are affected.



Increase the food quality

With data insights, you can locate patterns of food with low quality and discard disadvantageous collaborations.



Ensure correct product information

The label printing function can provide full traceability from raw material suppliers to ready to serve, including food handling and reporting.

- Origin
- Batch origin
- Ingredients
- Nutrition
- Allergenes
- Labour
- Margins
- Purchase



Adding customer value

Gain trust and loyal customers when streamlining your fresh food operations.

Remember to communicate your sustainable approach. Take the opportunity and tell your customers about your dedication to reduce waste and how you are investing in a sustainable way of fresh food retailing.

By utilizing Visma Fresh Food Management your customers will experience:



High-quality food



Seasonal and relevant prepared food



A steady on-shelf availability of freshness



Correct and satisfying nutrition information on the labels



Trustworthy transparency through the entire food supply chain





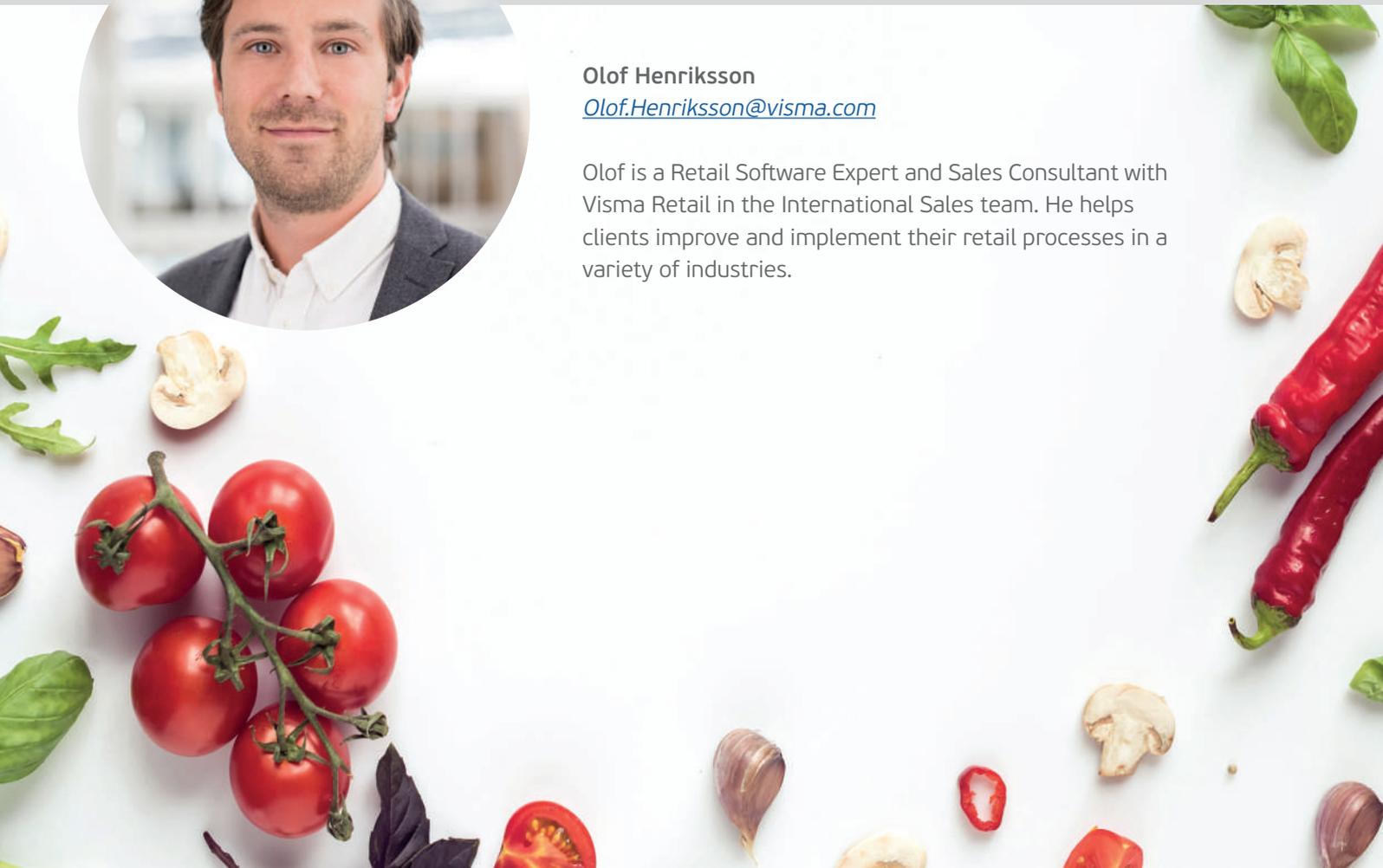
Visma Fresh Food Management can be integrated with your retail ERP in order to facilitate and maximize the profits from fresh items and prepared fresh food to-go. The software also works seamlessly with Visma Retail's broad portfolio of solutions tailored for players at the forefront of retail.

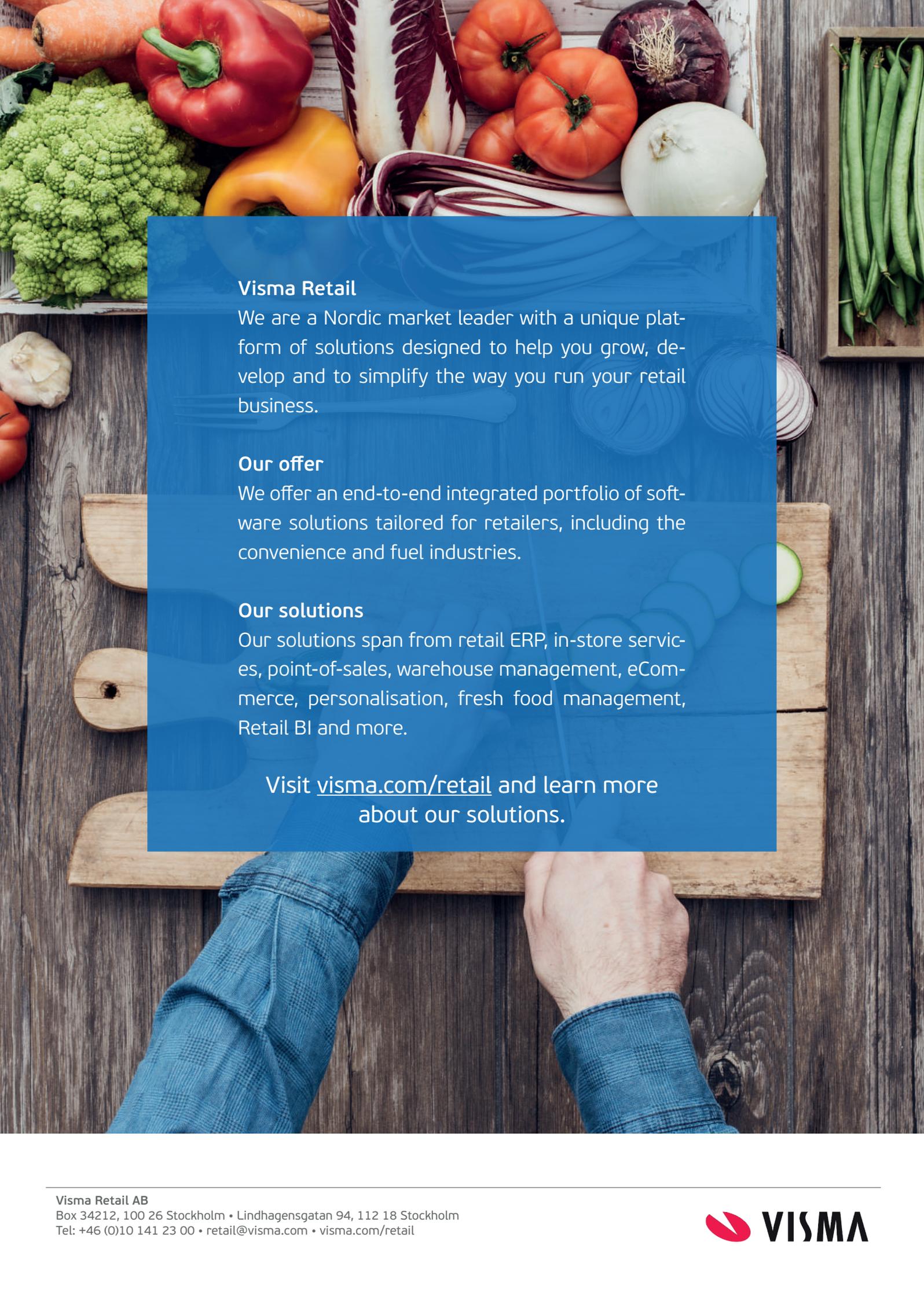
Read more about our solutions on www.visma.com/retail or contact us at retail@visma.com for more information.



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Olof is a Retail Software Expert and Sales Consultant with Visma Retail in the International Sales team. He helps clients improve and implement their retail processes in a variety of industries.





Visma Retail

We are a Nordic market leader with a unique platform of solutions designed to help you grow, develop and to simplify the way you run your retail business.

Our offer

We offer an end-to-end integrated portfolio of software solutions tailored for retailers, including the convenience and fuel industries.

Our solutions

Our solutions span from retail ERP, in-store services, point-of-sales, warehouse management, eCommerce, personalisation, fresh food management, Retail BI and more.

Visit visma.com/retail and learn more about our solutions.