



The Absolut Company

Pernod Ricard

One source. One community. One superb vodka.

Peter Neiderud Director Supply Chain, Quality and Environment

Movie (Absolut Story) Duration 6 min

The Story of Absolut

ONE SOURCE

- 150 markets from Åhus
- 100 % winter wheat from Skåne
- Water from own deep well
- LO Smith



ONE COMMUNITY

- 300 employees in Åhus
- 1000-1500 indirect jobs
- 75% shipped from Åhus harbor
- Visitors Centre - Growing destination for tourism





LOCAL FARMING

- 15-20% of wheat harvests in Skåne
- 400 farmers
- Our concept cultivation prescribes controlled use of fertilizers and pesticides
- Resource management – by-product, stillage

CLIMATE NEUTRAL PRODUCTION

- “Water hunt” - initiative to reduce water consumption further
- One of the most energy efficient distilleries in the world
- Reduced carbon emissions by 80% in ten years per liter vodka
- Offsetting – re-forestation in Mexico



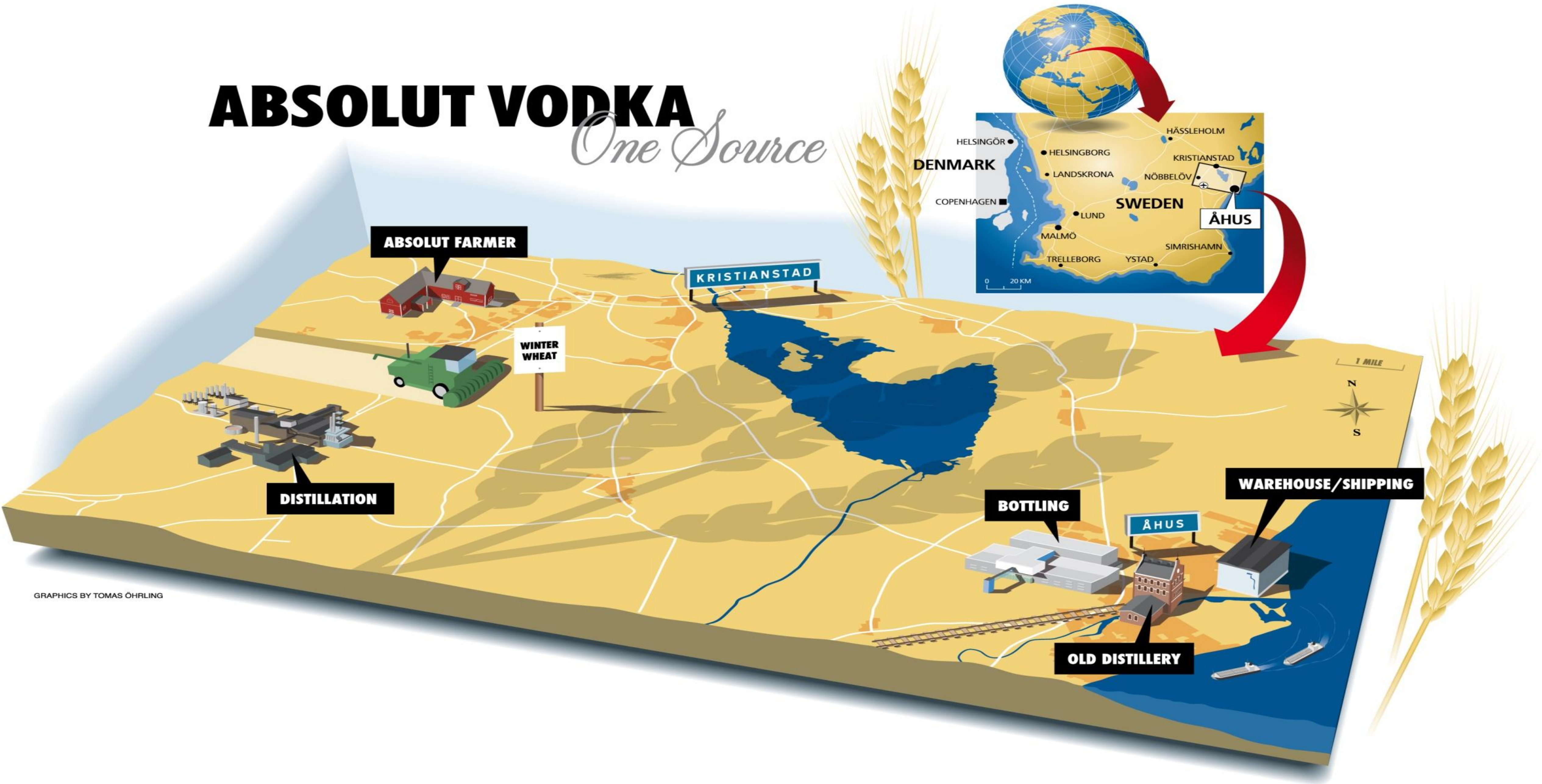
LEADING EXPORT PRODUCT

- Sweden's single largest food export
- 99% is exported
- The world's fifth-largest spirits brand



ABSOLUT VODKA

One Source



45

people

305

days

45.000.000

LPA



200 people

2 / 5
2 shifts 5 d per w

4.5 lines

88.000.000 bottles

2 stills

30

people

2 / 5

2 shifts 5 d per w

1

line

33.000.000

bottles



15

people

2 / 5

2 shifts 5 d per w

7.000.000

bottles in stock

33.000

km/year

10

352.000

tons/year

50

One Supply Chain Flow

Optimization

SKU Management, Portfolio, Classification

Inventory turnover

OEE

Delivery performance

- Additional KPI:s
- Slow moving SKU's
 - Payload optimization
 - Forecast accuracy
 - % scrapping NPD-projects
 - Supplier Delivery Performance

Co-operation

Co-operation/
Collaborative Planning

Co-operation / S&OP

Supplier

Åhus
Production

Åhus
Warehouse

Transport

Market
Company
Warehouse

Customers
Customers
Customers

Projects

New Product Development/Innovation/Samples

Base

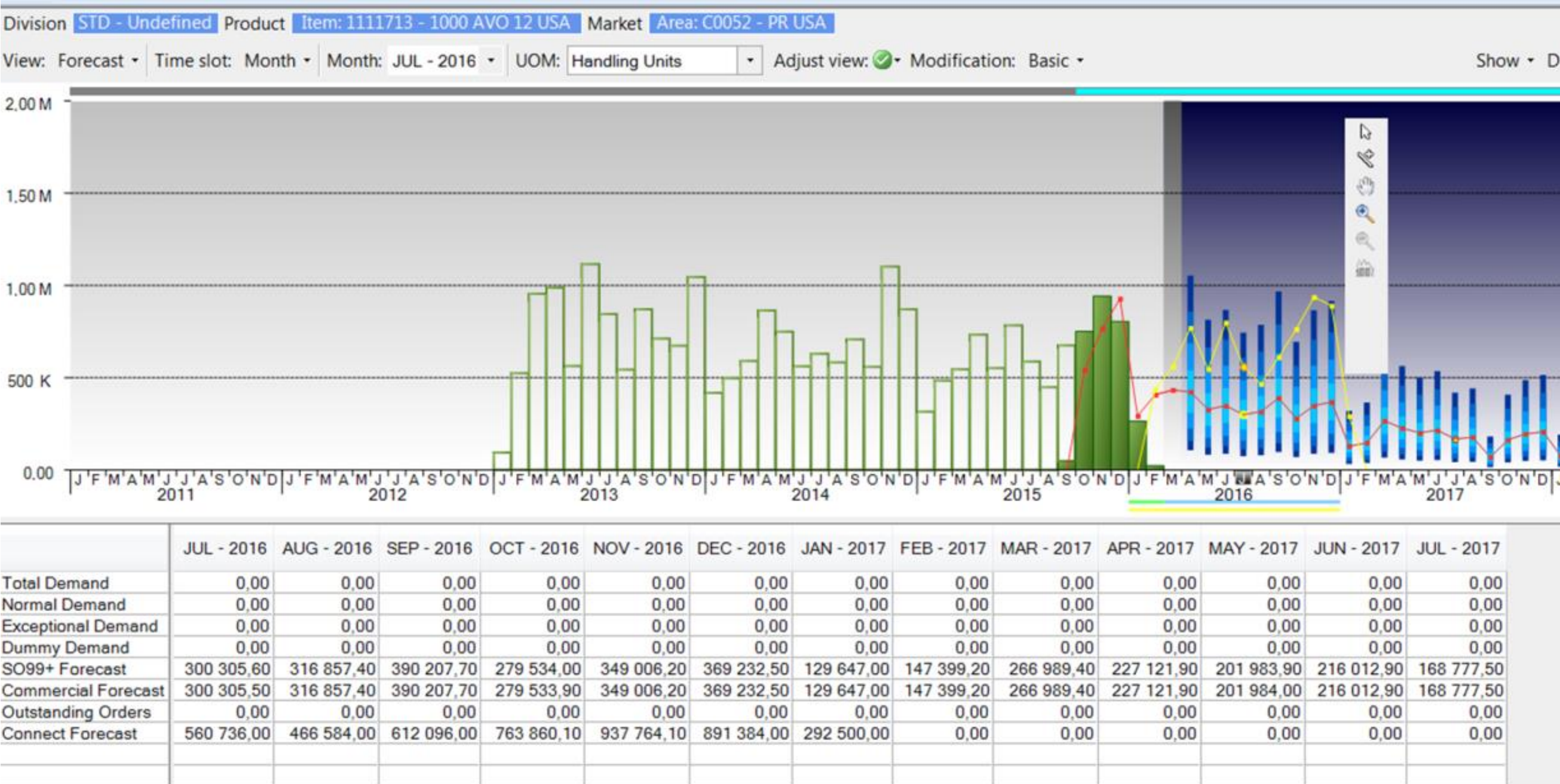
Transportbooking/contracts, Optimized/Secure loading, Traceability, Quaranteen/ Release, Technical Specifications, Invoicing, SKU-administration, Purchase/ Call-off, Forecasting, Customer Service, Internal Communication, Duty Stamps etc



2008 vs 2013



	<u>FY07/08</u>	<u>FY12/13</u>	
Volume (9Lcs)	11 106	11 723	+6%
Number of SKU's	389	464	+19%
Core flavours	11	18	+63%
Other brands <small>(Level,Elyx,BC etc)</small>	2	4	+100%
Limited editions	2	12	+600%
Ship to Customers	249	287	+15%



- New Planning Tool implemented 2015
- SO99+ for forecast and demand
- COMPASS for optimizing sequencing
- Integrated with Connect (Internal forecasting software) and ERP-system

- From time consuming manual planning to focus on optimizing
- Parameter setting is crucial but "the human touch" is still vital
- "GPS-mode"

Schedule result - Compass.TEN

File Home Master data Capacity Orders & Transactions Planning & Analysis Shop-floor Control Tools View Detailed program tools

Refresh Copy Cut Paste Items Production

General Notes Master data

Items Customer Order delivery program Schedule result

Profile Profile01 Run 941 From 16-03-09 To 16-05-18 Analysis type Scheduled

Enter text to search... Find Reset

Machi...	Operation start	Order	Item	Order type	Frozen	Item description	Scheduled quantity	Setup duration	Set-up...	Production duration	Order delay	Lateness class	Comments	Reques... start date	Requested end date
LINE22	16-03-17 19:27	147821	1119852	Released		750 ACI 12 Indien	15120	0.10'	0.10'	1.18'	-2d 01h	●	214865 - 4 - 2016-03-30 - ...	16-03-21	16-03-23...
LINE22	16-03-21 06:51	147822	1119439	Released		750 ACI 12 std	6720	0.10'	0.10'	0.35'	-2d 01h	●	214903 - 2 - 2016-03-29 - ...	16-03-21	16-03-23...
LINE22	16-03-21 07:37	147823	9438E	Released		1000 ACI 12 std EUR	20160	0.30'	0.30'	1.47'	-2d 01h	●	215151 - 1 - 2016-03-14 - ...	16-03-21	16-03-23...
LINE22	16-03-21 09:55	147824	11190137	Released		1000 AVO 12 S Brasilien NRC 1	56462	0.25'	0.40'	5.01'	-2d 02h	●	214219 - 1 - 2016-03-17 - ...	16-03-21	16-03-23...
LINE22	16-03-21 15:21	147825	11190038	Released		1000 AVO 12 std NRC	51884	0.15'	0.15'	3.50'	-2d 02h	●	215388 - 1 - 2016-04-11 - ...	16-03-21	16-03-23...
LINE22	16-03-21 19:27	147826	1118816RF	Released		1000 AVO 12 USA Vt-Me	13080	0.25'	0.25'	1.09'	-2d 09h	●	215077 - 1 - 2016-03-21 - ...	16-03-21	16-03-24...
LINE22	16-03-21 21:01	147827	1111713	Released		1000 AVO 12 USA	196200	0.10'	0.10'	14.32'	-2d 02h	●	215194 - 1 - 2016-03-29 - ...	16-03-22	16-03-24...
LINE22	16-03-22 19:24	1111713-0	1111713	Firmed		1000 AVO 12 USA	189660	0.10'	0.00'	14.02'	6d 17h	●	215418 - 1 - 2016-04-04 - ...	16-03-16	16-03-16...
LINE22	16-03-23 17:18	1118816RF-0	1118816RF	Firmed		1000 AVO 12 USA Vt-Me	3924	0.10'	0.00'	0.20'	6d 17h	●		16-03-16	16-03-16...
LINE22	16-03-23 17:49	9438E-0	9438E	Firmed		1000 ACI 12 std EUR	8820	0.10'	0.00'	0.47'	6d 18h	●		16-03-16	16-03-16...
LINE22	16-03-23 18:47	1119426-0	1119426	Firmed		750 ACI bas 12 Kanada	5040	0.30'	0.00'	0.26'	6d 19h	●		16-03-16	16-03-16...
LINE22	16-03-23 19:43	1119406E-5	1119406E	Firmed		700 ACI 6 std EUR	17280	0.20'	0.00'	1.32'	-0d 02h	●		16-03-23	16-03-23...
LINE22	16-03-23 21:36	1119866-15	1119866	Firmed		700 ACI 6 UK	21120	0.10'	0.00'	1.52'	0d 07h	●	214918 - 5 - 2016-03-30 - ...	16-03-23	16-03-23...
LINE22	16-03-24 07:19	11190071-11	11190071	Firmed		750 AVO 12 Mexico NRC	182280	0.25'	0.00'	15.51'	6d 07h	●	214959 - 1 - 2016-03-24 - ...	16-03-21	16-03-21...
LINE22	16-03-28 07:17	11190051E-11	11190051E	Firmed		700 AVO 12 Grekland NRC Eur	25792	0.19'	0.00'	2.03'	-3d 14h	●	214814 - 1 - 2016-03-31 - ...	16-03-31	16-03-31...
LINE22	16-03-28 09:40	11190060-19	11190060	Firmed		700 AVO 12 Israel NRC	27776	0.10'	0.00'	2.13'	-3d 11h	●	214905 - 1 - 2016-04-05 - ...	16-03-31	16-03-31...
LINE22	16-03-28 12:03	11190072-11	11190072	Firmed		700 AVO 12 std NRC	21824	0.10'	0.00'	1.53'	-3d 09h	●		16-03-31	16-03-31...
LINE22	16-03-28 14:07	11190055E-16	11190055E	Firmed		700 AVO 12 S Spain NRC EUR	19840	0.20'	0.00'	1.45'	-0d 07h	●	215171 - 1 - 2016-03-31 - ...	16-03-28	16-03-28...
LINE22	16-03-28 16:13	1118890E-3	1118890E	Firmed		700 AVO 6 std EUR	192448	0.25'	0.00'	14.15'	7d 14h	●	215287 - 1 - 2016-03-30 - ...	16-03-21	16-03-21...
LINE22	16-03-29 14:34	1118890E-10	1118890E	Firmed		700 AVO 6 std EUR	194432	0.10'	0.00'	14.24'	-0d 11h	●	215454 - 1 - 2016-04-14 - ...	16-03-30	16-03-30...
LINE22	16-03-30 12:50	1111866-11	1111866	Firmed		700 AVO 6 UK	59520	0.10'	0.00'	4.24'	-1d 06h	●	214845 - 1 - 2016-03-31 - ...	16-03-31	16-03-31...
LINE22	16-03-30 17:24	1889-7	1889	Firmed		1000 AVO 6 Australien/NZ	23940	0.30'	0.00'	2.07'	4d 20h	●	215265 - 1 - 2016-04-15 - ...	16-03-25	16-03-25...
LINE22	16-03-30 20:02	9438-11	9438	Firmed		1000 ACI 12 std	32760	0.20'	0.00'	2.54'	-0d 17h	●		16-03-31	16-03-31...
LINE22	16-03-31 06:58	837-19	837	Firmed		1000 AVO Sea Cruise Ed. 12	7560	0.25'	0.00'	0.33'	-0d 16h	●	215512 - 1 - 2016-04-05 - ...	16-03-31	16-03-31...
LINE22	16-03-31 07:56	1118831-15	1118831	Firmed		1750 AVO 6 Puerto Rico	7350	1.15'	0.00'	0.58'	7d 10h	●	214436 - 5 - 2016-03-30 - ...	16-03-23	16-03-23...
LINE22	16-03-31 10:10	1111779-6	1111779	Firmed		1750 AVO can 6 Kanada	24255	0.10'	0.00'	3.14'	6d 13h	●	215524 - 2 - 2016-04-07 - ...	16-03-24	16-03-24...

Key learnings and thoughts for the future

- Implement a new software: do not underestimate time and resources!
- Expect problems with masterdata and integration , but great help and support makes it easier.
- The Spirits industry will continue to be innovative and new products will be launched regularly
- More complexity which increases demand for advanced yet easy-to handle support systems.
- Human control over systems are crucial. Managing by exceptions!
- Managing a logistic flow is easy in theory but highly complex in practise

Thank you!

- Movie ABSOLUT NIGHTS Jake (Youtube) 1 min

Jake - #ABSOLUTNIGHTS - YouTube



<https://www.youtube.com/watch?v=EVi/>

9 maj 2016 - Överfört av Absolut

Ever been heartbroken and just want to stay
happen, they make a night of it ...



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Pernod Ricard

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