

CASE STUDY

Beverages

FMCG Supply Chain Intelligence

Summer demand spikes 3x in 72 hours. Standard procurement takes 3 weeks. AI pre-orders 8 weeks ahead - problem eliminated.

Regional beverage distributor · Cold drinks, juices & dairy · 340+ SKUs · 4 states

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1. Overview

A beverage distributor managing cold drinks, packaged juices, and dairy products across four states faced a recurring summer crisis: temperature-driven demand spikes for cold beverages would triple in less than 72 hours - far faster than any standard procurement cycle could accommodate. Each summer, stock of their top 20 cold beverage SKUs would deplete within days of the heat wave, leaving the distribution network empty during its highest-revenue period. Emergency procurement from secondary suppliers at 2–3x standard cost was the only option.

The winter reverse problem was equally costly: October-November procurement for the summer season was set by gut feel from last year's peaks. In years where summer arrived 2 weeks early or ran 3 weeks longer, the planning assumptions were wrong from day one. The team needed a model that could sense the season coming - not just remember last year's pattern.

2. Key Results

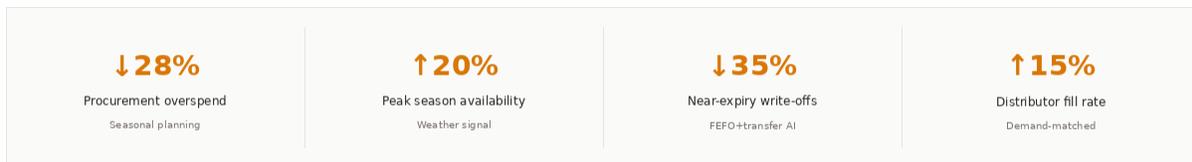


Figure 1: Key outcomes - first summer post-deployment

3. Challenges

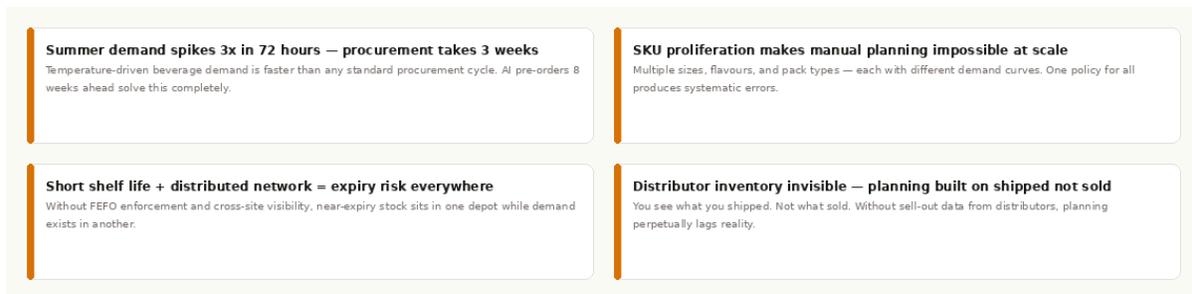


Figure 2: Four challenges in beverage supply chain planning

Summer Demand Spikes Faster Than Procurement Can Respond

A 3-day heat wave doubles cold beverage demand overnight. A 3-week procurement cycle means you're still waiting for the order when the peak is already over. The only systematic solution is to anticipate the peak weeks before it arrives - which requires weather-signal integration, not last-year's data.

SKU Proliferation Makes Manual Planning Impossible

Juices, carbonated drinks, energy drinks, dairy - each with multiple flavours, pack sizes, and price points. One planning policy for 340 SKUs produces systematic errors across every sub-category. Per-SKU per-channel forecasting at scale requires AI.

Short Shelf Lives Across a Distributed Network Create Expiry Risk

Beverages have shelf lives of 90–180 days. Without FEFO enforcement and cross-depot visibility, near-expiry stock sits in one depot while another has active demand for the same SKU. The transfer opportunity closes before anyone detects it.

Distributor Inventory Invisible - Planning Built on Shipments, Not Sales

The planning team knew what they had shipped to their distributors. They did not know how much had sold through to retailers and end consumers. Without sell-through data, procurement was always one sell-in cycle behind actual demand.

4. Our Solution

We connected to their ERP and distributor portals, and integrated a weather API that feeds temperature forecasts into the demand model. For the first time, the procurement team had a demand forecast that could sense a heat wave coming 6 weeks ahead - and adjust the pre-summer pre-order quantities accordingly. FEFO enforcement was applied across all depots from go-live.

Modules Deployed



Implementation Timeline



Figure 3: Weather signal live in week 1. Seasonal model by week 2. Distributor visibility by week 3.

Key Capabilities

- **Weather intelligence:** Weather-integrated forecast - temperature signals from weather API feed directly into summer demand predictions
- **Pre-season buying:** 8-week pre-season procurement targets - cold beverage pre-orders placed before summer arrives, not during it

- **FEFO automation:** FEFO enforcement across all depots - oldest expiry always dispatched first, system-enforced
- **Sell-out data:** Distributor sell-out visibility - real demand from retailers, not just depot shipment data
- **AI chatbot:** AI Assistant: 'Which depots are running low on cola SKUs ahead of the weekend heatwave?' - instant answer

5. Results - Before & After

Area	Before	With Innovacio
Summer peak prep	Reactive — stockouts every May	AI pre-orders 8 wks ahead
Weather-driven demand	No signal — manual estimate	Weather API in forecast
Near-expiry stock	Found at audit — reactive	Flagged 30/60/90 days early
SKU proliferation	One policy all variants	Per-SKU per-channel model
Distributor visibility	Sell-in only	Real sell-out integrated
Emergency procurement	Regular — summer panic	↓ 67% proactive buys

Figure 4: Six key metrics - before and after deployment



Last summer, the heat wave hit 3 days early. Normally, we would have been scrambling. This time, the system had already placed the pre-orders 6 weeks prior. We had the right stock in the right depots before the temperature hit 40 degrees. First summer in 4 years without an emergency order.

- Priya Nair, Supply Chain Head · RefreshCo Distribution

6. See It in Your Operation

We connect to your ERP and distributor network and show you your current seasonal readiness, FEFO compliance, and demand forecast for the next 8 weeks - in one 30-minute call.

Innovacio Technologies AI in Supply Chain	Book a Free Discovery Call 30 minutes · No commitment · Your data	Phone Email Web	+91 90072 71601 hello@innovaciotech.com innovaciotech.com
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