enVista®

enVista Saves Back Bar Project $4.3M with Comprehensive Supply & Demand Planning Initiative

enVista's retail commerce consulting team provided strategic enhancements to Back Bar Project's supply & demand planning to improve forecasting accuracy and drastically reduce inventory costs.

The Company

Back Bar Project is the exclusive U.S. importer of a collection of premium spirits brands that meet the U.S. and global spirits industry's demand for more specialized, high-quality ingredients. Founded in 2012, Back Bar Project provides world-class spirits to the U.S. market, offering a range of premium spirits and liqueurs from France, Mexico and other countries. Back Bar Project works with brands like Giffard Liqueurs, Tepache Sazón, Casa Cortes, Cognac Park, Bigallet Distillery and more.

The Opportunity

Supply and Demand Planning

Prior to working with enVista, Back Bar Project experienced several challenges across its supply and demand planning processes. Misalignment between the importer's demand planning and supply planning processes was creating operational inefficiencies across its business. Without a cohesive strategy linking both of these processes, Back Bar Project was running the risk of potential stock shortages or overproduction, which would ultimately result in lost revenue and increased costs across the organization.

Forecasting Process

Back Bar Project's original forecasting process was leading to inaccurate production and inventory decision making. After trying several forecasting methods, such as adaptive exponential smoothing, advanced seasonality and seasonal profiles, the importer was still experiencing an increase in safety stock and continued to run the risk of stock outs, excess inventory and missed business opportunities.

Supplier Lead Times

The process that Back Bar Project had with its suppliers was increasing lead times, leading to suboptimal inventory management, increased holding costs and disrupted production schedules. The suppliers' lead times and order cycles needed to be reviewed based on multiple factors, such as fruit maceration and manufacturing times, logistics, PO processing and pre- and post-quality control. Back Bar Project's team needed to set up its lead time and order cycles to ensure future projections were in line with the existing demand consumption and growth factors. These changes had significant potential to improve production and operational efficiencies.

Supplier Communication

Back Bar Project had existing Blue Ridge technology that it was not leveraging to its fullest potential. The importer needed to incorporate third-party data integration from Blue Ridge into its organization to improve its process of extracting and communicating projection data to its suppliers. This would help streamline data accuracy and optimize supply chain coordination. In addition to implementing third-party data integration, Back Bar Project needed to optimize its process for exporting projected quantities from Blue Ridge's platform in order to better track purchases from producers. The client's ultimate goal was to reduce purchases without running out of stock.

enVista's Solution

Supply and Demand Planning

To improve alignment between Back Bar Project's supply and demand planning processes, enVista's retail commerce consulting team needed to clearly define the demand forecasting and replenishment processes based on Back Bar's existing business practices. enVista's team accomplished this by creating process flowcharts, function-specific SOPs and process cadences. enVista's team also created process-specific reports in Blue Ridge Reporting, which could then be used for monitoring key performance indicators, identifying bottlenecks and making data-driven decisions.

Forecasting Process

With the help of Blue Ridge's support team, enVista was able to configure Back Bar Project's forecasting method to Auto Select. enVista's team reviewed the seasonal profiles by item location and created individual seasonal profiles which could be replicated for items with similar seasonal profiles. Finally, enVista provided insights and tools to refine and adjust the client's demand forecasting more accurately.

Supplier Lead Times

To improve Back Bar Project's processes with its suppliers, enVista guided Back Bar's team through exercises meant to break down and update the lead times and order cycles based on various industry-specific factors such as fruit maceration time, manufacturing time, logistics from the producer to the warehouse and quality control. This enabled the export of more accurate projections, which led to more balanced inventory, fewer stock outs and improved order fulfillment. This new process directly complemented the client's supply planning process, which allowed for a more streamlined process to communicate projections with its suppliers.

Supplier Communication

Due to enVista's extensive experience with Blue Ridge, we were brought in not only as experts in supply and inventory planning, but also as experts in Blue Ridge solutions. To improve data sharing with its suppliers, enVista helped the Back Bar team set up a process flow and cadence which would precede the export of projections to the supplier. This would ultimately ensure the accuracy of data exported to the suppliers. Additionally, enVista transitioned Back Bar Project to export its data through the Blue Ridge Planning Module, which allowed for more flexibility and filtering of data. These enhancements would directly streamline data accuracy and optimize supply chain coordination.

The Results

As a result of these initiatives, Back Bar Project saw a reduction of 46,000 cases in its new projections compared to what they had previously projected for 2025. This was a 16% reduction in projections which will result in a $4.3 million cost savings for the organization.