



# Valcorp to transform Promotional Planning and Trade Spend Management

Valcorp Fine Foods has built a very successful business managing premium food and beverage brands that include Lavazza Coffee, La Gina, Sirena, and Dilmah.

Valcorp announced today they have selected the Promax TPM System to drive the transformation of promotional planning and trade spend management in their business.

Valcorp faced a common situation where maintaining systems to plan promotions, forecast accruals and track trade spend and claims was becoming an administrative nightmare. As the existing systems were not integrated, they required large amounts of data to be transferred and then reconciled. 'We have seen first hand the risks of having information in separate systems and spreadsheets. The risks of having a trade spend blow out are real and very significant given the size of the deals', said Michael Hart, Group Marketing Manager Valcorp Fine Foods.

In addition, Valcorp identified a significant opportunity to improve the efficiency of their processes and stream line activity

associated with managing promotions and trade spend.

'We are very excited about the implementation of Promax which will provide the ability to integrate our information into one system' said Ray Copland, CFO Valcorp Fine Foods.

Valcorp will leverage Promax's capabilities to control and manage trade spend, as well as to design, manage and evaluate all aspects of trade promotions. Promax will also cater to the unique functionality required in planning the major retail grocery chains including the Independents and food service channels. 'Promax will be integrated with our core ERP system to provide a seamless update of promotions, pricing, budgets as well as managing claims/deductions and accruals, all part of increasing our position in the market place' said Mr Copland.

The implementation of Promax will bring efficiency in planning and evaluating promotional profitability, improve accuracy in forecasting accruals and control trade spend budgets. Promax will also support the reconciling of invoices and claims with promotions and provide volume

forecasts, including base and promotional lift, to the supply chain for demand planning.

## About Valcorp Fine Foods

Valcorp Fine Foods was formed in 1994 and is a privately owned family business. With offices in Melbourne, Sydney, Brisbane, Adelaide and New Zealand.

Valcorp Fine Foods employs 100 staff and services both the retail and food service sectors with a range of premium brands including Lavazza Coffee, La Gina, Sirena, and Dilmah.

## Promax Customers

Promax has helped our customers trim or refocus millions of potentially wasted promotional dollars which increased their overall profitability and brand performance by providing full visibility of promotional activity and the associated trade spend.

