

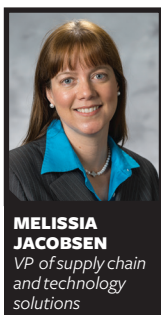
WOMEN IN SUPPLY CHAIN THE MARTIN-BROWER CO. L.L.C.

www.martin-brower.com / Headquarters: Rosemont, Ill. / Employees: 8,300+ / Specialty: Supply chain management services / Melissa Jacobsen, vice president of supply chain and technology solutions: "We do a lot to ensure that products are safe and of the highest quality for when they reach the restaurant."

Making it Easy

Martin Brower enables a restaurant's success by managing its supply chain. *By Alan Dorich*

Martin Brower has developed both innovative systems and processes attracting the best talent to serve more than 20,000 restaurants worldwide.



Many who know the industry think of Martin Brower as a supply chain management company, but when speaking with its leadership it is clear its focus is much broader. Its passion and culture is all around making it easier to run great restaurants.

Martin Brower enables a restaurant's success by managing the end to end supply chain for the brand. Martin Brower has developed innovative systems and processes attracting the best talent to service

more than 20,000 restaurants worldwide. Martin Brower's service portfolio is divided into three components: integrated business planning, logistics services and restaurant services.

Integrated Business planning includes demand planning and event management to create individual resupply plans for each supply chain stakeholder. This includes automated replenishment with the restaurant and does not require the restaurant to place orders.

It also provides suppliers the right forecast for their production

planning. The sophisticated processes and technology considers historical demand, weather, events and, of course, promotional activity to ensure the right product is in the right place at the right time.

To do this well you must go back to the beginning; Martin Brower's success all started with its logistics services. Over the last 60 years, it has set the bar and positioned itself as a lead logistics services provider. "We are very proud of our core competency and know how critical it is to protect our customers' brands every hour of

Giving Strength

The Martin-Brower Co. L.L.C. takes pride in its charitable work. "Our company could not exist without strong communities," Hemidahl says. "We do our part in making them stronger by providing opportunities for our employees to contribute and serve through many charitable organizations."

every day," says Melissa Jacobsen, vice president of supply chain and technology solutions.

But the key differentiator for Martin Brower, compared to other supply chain companies in the food industry, is the set of services it offers to support restaurant operations. "In order to be effective at Integrated Business planning,

we must have accurate inventory positions in each restaurant," Jacobsen says.

To facilitate this, Martin Brower takes an active role in managing the inventory in the storage room for each restaurant. This includes removing recyclable waste products, which not only saves the restaurants money, but is also good for our planet. "We call these initiatives 'double green' because not only do they help our environment, but they also reduce cost which enables restaurants to keep prices low," Jacobsen says.

The company has a focus on sustainability and leverages environmental scorecards for each of its

distribution centers. "We track our landfill contribution, energy and fuel use, and the amount of materials we recycle and reuse with a goal of zero waste to our landfills," says Leah Heimdahl, director of customer relations and communication. "All of our distribution centers have an environmental management system and are ISO 14001 certified."

Manhattan Associates and Martin Brower are committed to working better, together. As a leading provider of supply chain solutions to industry leaders like Martin Brower for over 25 years, Manhattan Associates delivers unmatched excellence in designing, building and delivering market-leading solutions that support top-line growth and bottom-line profitability. By converging front-end sales with back-end supply chain execution, Manhattan's software, platform technology and unmatched experience help companies like Martin Brower get commerce ready - ready to reap the rewards of today's marketplace.

Martin Brower is Commerce-Ready

At Manhattan Associates, we're honored to support industry leaders like Martin Brower. For 25 years, we've delivered market-leading solutions in:

- Distribution Management
- Transportation Management
- Inventory Optimization
- Omni-channel



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Martin Brower distributes products ranging from paper items to fries, proteins and fresh produce, with the highest safety standards in the industry.



HIGH STANDARDS

Martin Brower distributes products ranging from paper items to fries, proteins and fresh produce. “Our customers rely on us to protect their brands by ensuring we deliver products of the highest quality with the highest safety standards in the industry,” Jacobsen says.

In order to lead the industry in food safety and traceability, Martin Brower has partnered with Manhattan Associates to tailor its warehouse management system to capture all track and trace information in an automated fashion. It has partnered with its food and paper suppliers to ensure all critical tracking elements are captured and maintained from farm to the restaurant.

“We have a very strategic partnership with Manhattan and as a result believe we exceed the standards for food traceability as expected by the Food Safety Modernization Act,” Jacobsen says.

This helps the company meet the needs of prominent clients. “Our clients have the highest industry standard,” Jacobsen says. “A lot goes in to ensure products are safe and of the highest quality when they reach the restaurant.”

“I started my career at Motorola,” she recalls, noting that she also worked at ACCO Brands before joining Martin Brower.

Jacobsen joined Martin Brower six years ago and is proud of the company’s staff and its culture. “You can have the best processes

and the best technology, but if you don’t have good people and a good culture, it’s all for naught,” she says.

“When people ask me what it’s like to work at Martin Brower, I tell them the culture is like a family,”

Award-Winning Work

Martin Brower has been recognized by its customers in every region, including innovation awards in both the United States (for robotics) and United Kingdom (for all the innovative solutions it brings to the table in regards to sustainability).

Martin Brower also has been recognized for its true passion for its employees. In 2014, it was ranked one of the top 150 places to work by *Guia Voce S/A*. In 2015, France was certified as a Top Employer.

“In addition, we have been recognized through the excellence we drive in our customers’ supply excellence. We are proud to be part of our customers’ supply chain, which ranked in the Gartner Supply Chain Top 25,” Jacobsen says.

Martin Brower has doubled in size in the last five years, primarily through acquisition. According to the company, it has no plans of stopping its growth.

Jacobsen continues. "Coming to work is like coming to hang out with your family."

The environment also nurtures a strong focus on safety, Jacobsen says. "[We] believe safe operating processes ensure our employees go home every day uninjured," she says. "Our people are the heart and soul of everything we do and are truly the differentiator in our business."

Martin Brower also is coping with the challenge of finding new drivers. "In many of the countries where we operate, it is becoming increasingly difficult," Jacobsen admits. "But we have programs in place to attract the best drivers, as well as some programs to help train drivers."

"We certainly are doing everything we can to position ourselves to grow with our current customers. We will also continue to work on expanding our customer base."

Martin Brower will continue to seek creative solutions for staffing its workforce. "We know our highly engaged employees play an important role in Martin Brower's continued growth. When you look at our history, we've more than doubled in the last five years," Jacobsen states. "We've primarily done that through acquisition and we don't intend to stop."

"We certainly are doing everything we can to position ourselves to grow with our current customers," she says. "We will also



continue to work on expanding our customer base."

The company also plans to grow its offerings. "[We will be] inno-

vating new services supporting our customers' supply chain, and making it easier for our customers to run restaurants," she says. 🌐

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