

# How MarketMan Helps Juice Press Manage Rapid Expansion and Complex Supply Chain Needs



## Customer name

Juice Press

## Industry

Quick Service

## Website

juicepress.com

## Demand Forecasting at Scale

"With enhanced inventory forecasting and demand planning from MarketMan, and by analyzing historical sales data and inventory levels, we make more data-driven decisions about pricing strategies and supplier and vendor management."

**Ariana Korman, Chief Operating Officer at Juice Press**



## About Juice Press

Juice Press is a pioneering juice manufacturing company that tapped into the growing wellness zeitgeist and became one of the fastest-growing Organic plant-based food & beverage wellness companies in the U.S. Since their ambitious opening, Juice Press has opened more than 80+ retail stores. The popular nutrition and wellness brand today is recognized as the premiere organic "grab and go" health food provider.

## The Challenges

From its underdog launch of a single NYC store into the incredibly competitive retail specialty beverage and food items segment, Juice Press' focus on wellness quickly gained popularity and resulted in hyper-growth. To scale, they needed to:

- Update inventory management platform and ensure seamless communication between elements of technology stack
- Improve inventory management best practices at scale
- Coordinate and facilitate warehouse ordering with store Managers
- Reduce food waste, efficiently coordinate vendors and suppliers, analyze recipe profitability, and analyze Cost of Goods Sold

## MarketMan Solution

Juice Press's technology team searched the SaaS horizon for a replacement for their existing inventory management platform and chose MarketMan. With MarketMan, they're able to:

- Proactively manage individual store ordering from the centralized Juice Press commissary with Suggestive Ordering
- Maintain optimal inventory levels at its production and warehouse
- Accurately forecast future demand with transparent inventory management