

# A Majestic Optimisation

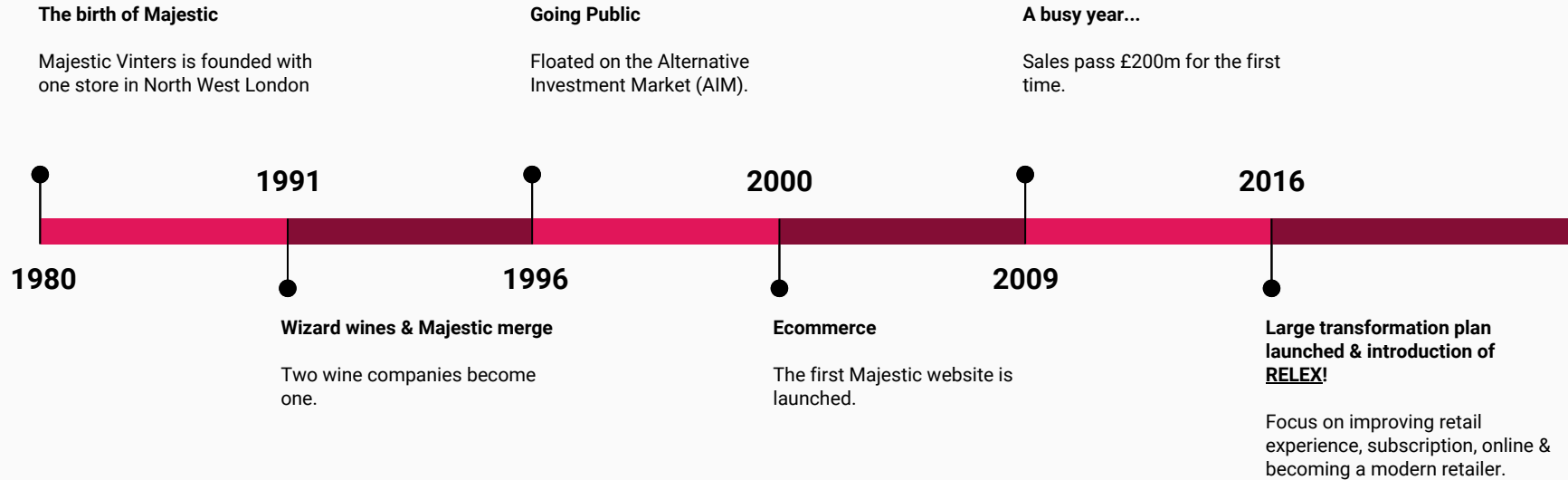
Relex Conference London - April 2019



# Agenda

- **The Majestic wine story**
  - A whistlestop history
  - Where we are today
- **The Majestic & Relex Partnership**
  - Why Relex?
  - The integration
  - The benefits
  - Added value
- **Key takeaways**
- **Questions**

# A whistlestop history



# Where we are today



200 sites in the UK &  
2 in France



38m bottles sold last  
year through retail,  
commercial, online &  
subscription



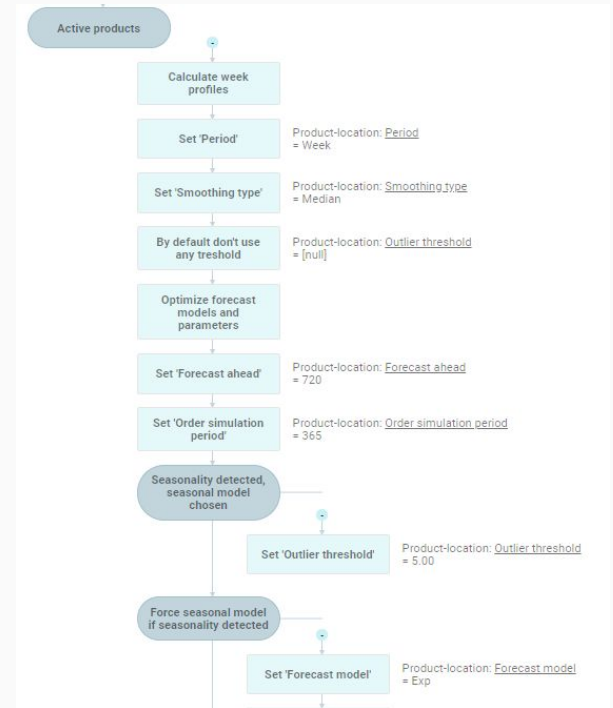
>1,200 products in the  
range



National logistics  
coverage through 3rd  
party courier &  
internal van network

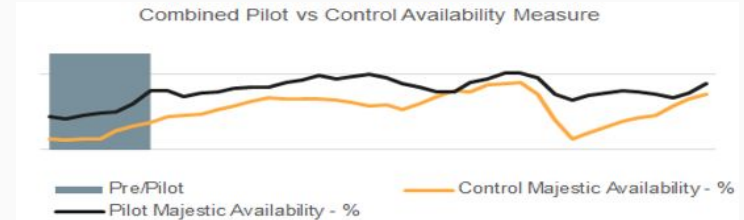
# Why Relex?

- **Advanced data science made easy to use**
- **Ability to accomodate Majestic nuances**
- **Competitively priced**
- **Innovative**



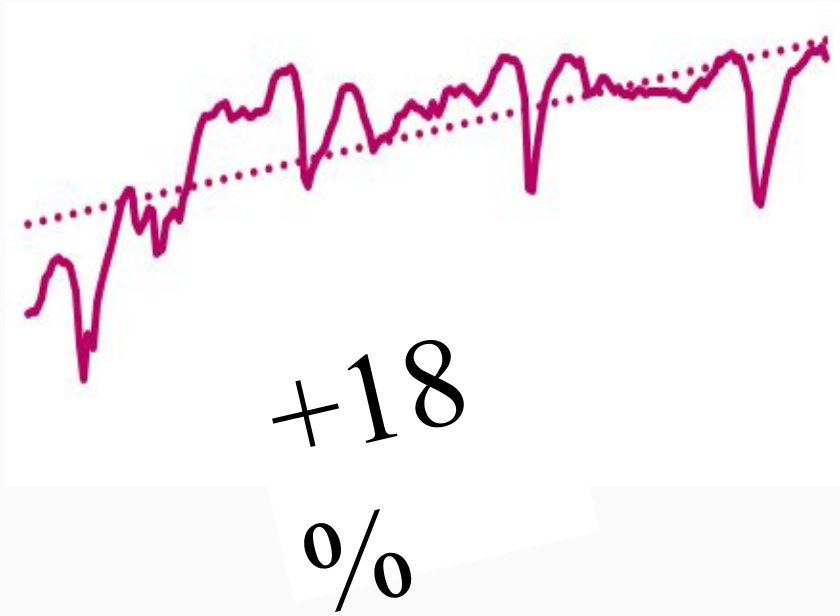
# The integration

- **Easy from an IT perspective**
- **The pilot phase**
- **Dedicated supply chain consultant**
- **Full roll out**



# The benefits

In-store availability



In-store inventory



# The benefits





# Added value

- Improved workforce efficiency
- Information sharing with suppliers
- Data analysis
- MI reporting



# Key takeaways

- **Better availability, less inventory**
- **Quick data driven decision making**
- **Improved workforce efficiency**



Cheers!

Questions?

Stay connected:

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