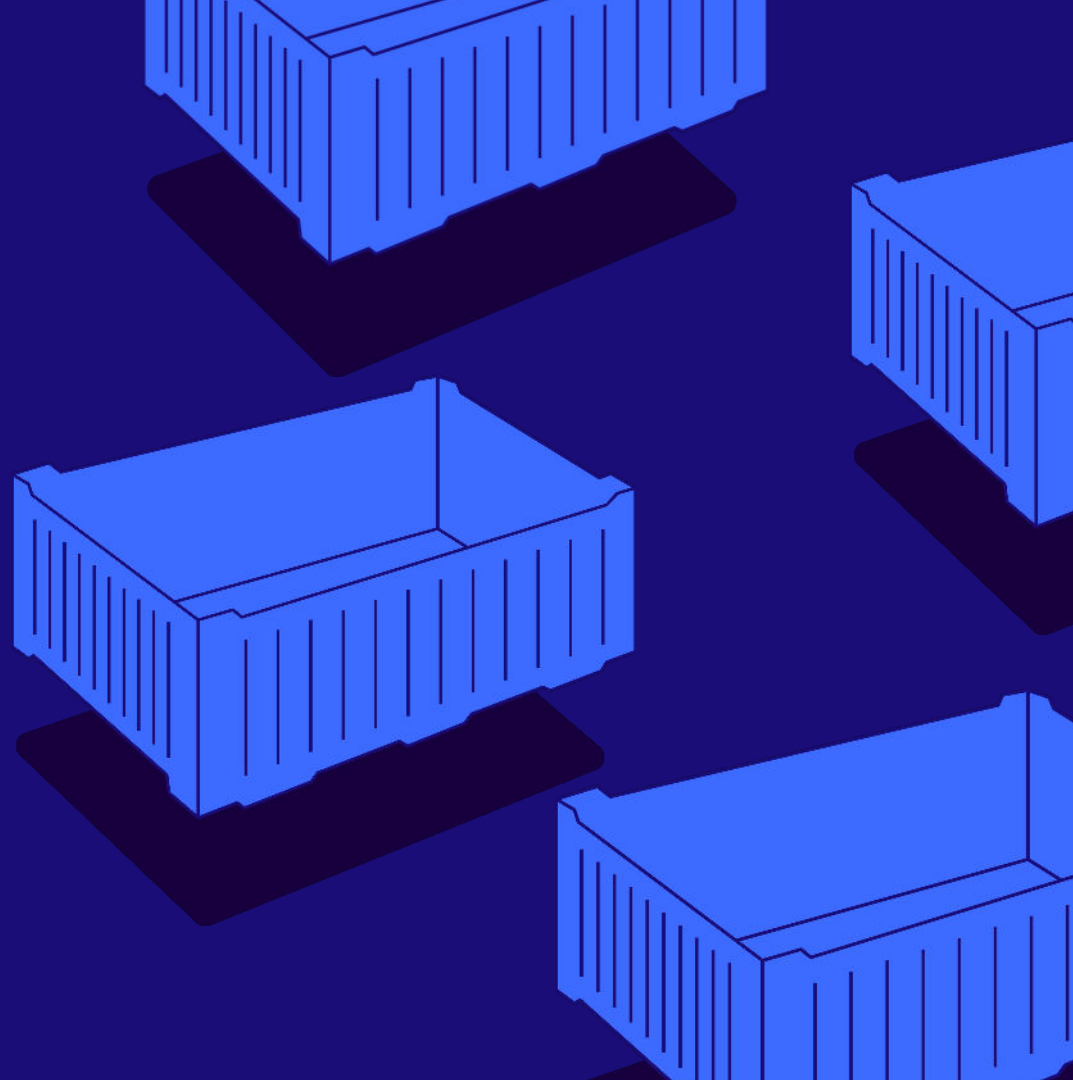


USING AI TO TRANSFORM THE FOOD SUPPLY CHAIN



PRESENTED BY:



MODERATOR

Matthew Sherring
Director
IFDA



SPEAKER

Georgie Thomas
General Manager
Choco



SPECIAL GUEST

Robin Lerner
Head of Customer Support
Lobster Place NYC

AGENDA

1

**OPPORTUNITIES FOR
DIGITAL INNOVATION**

2

**AUTOMATION VIA ERP & AI
INTEGRATIONS**

3

**STEPS FOR A SUCCESSFUL
AI INTEGRATION**

4

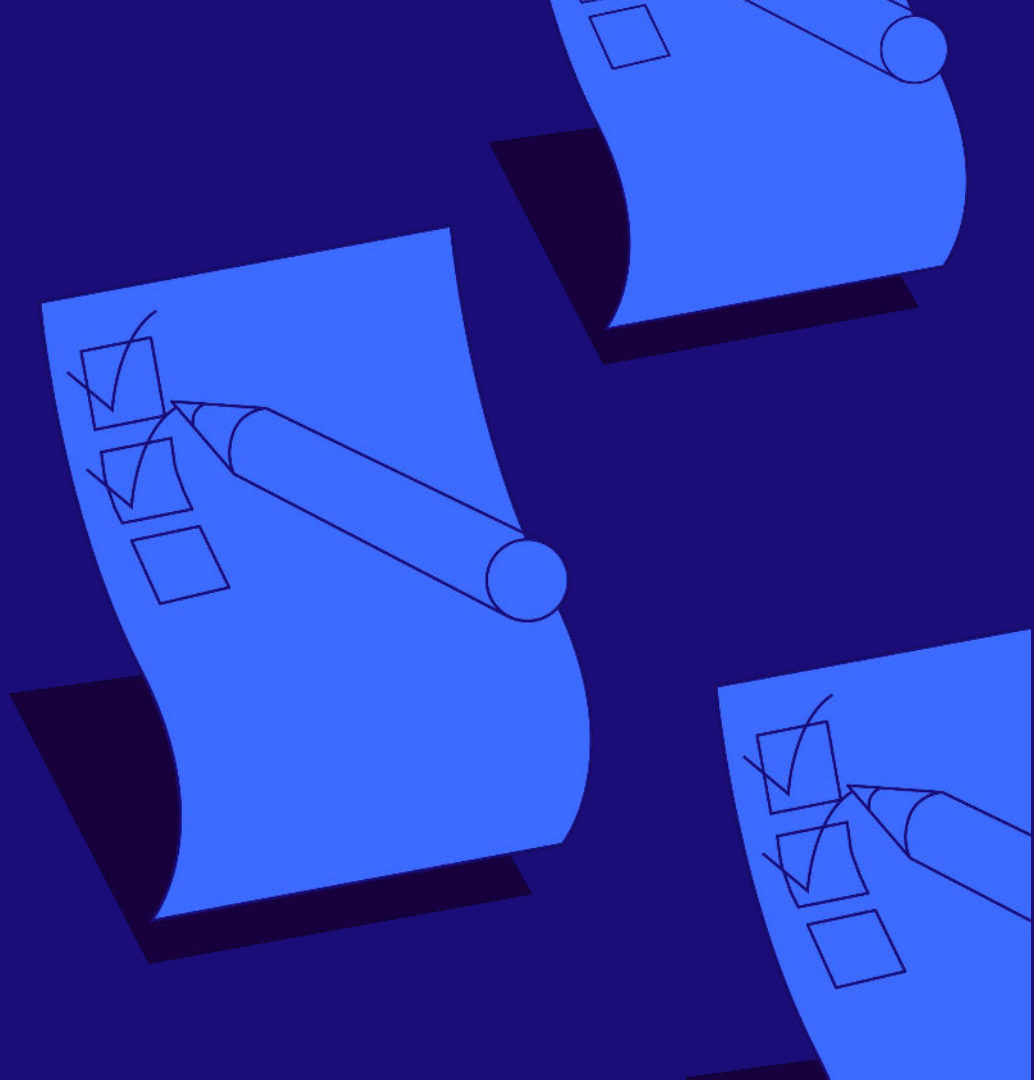
**REAL-WORLD SUCCESS
STORY: LOBSTER PLACE
NYC**

5

**CHOCO AI: ORDER
MANAGEMENT AND CRM**

6

Q&A



OPPORTUNITIES FOR DIGITAL INNOVATION



GUESS WHO?

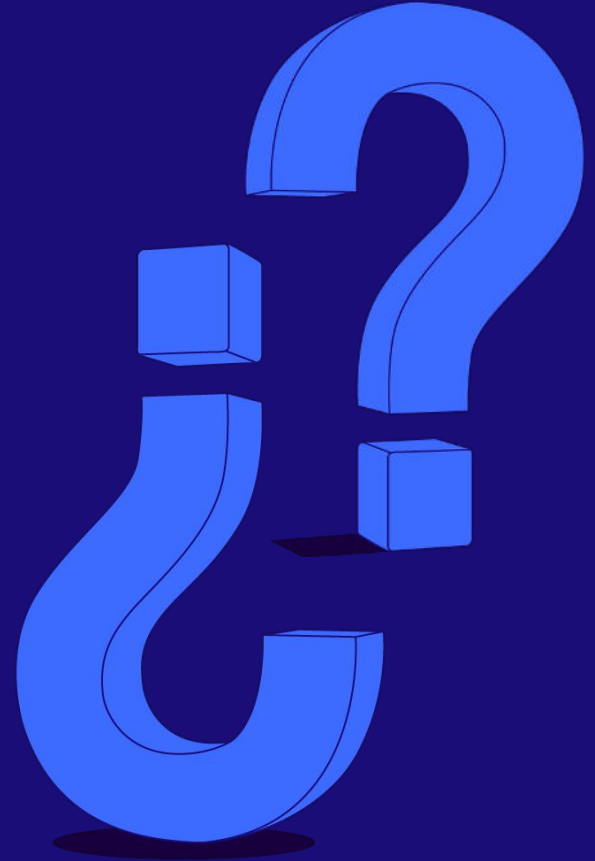
1. "Profit margins are constantly tight, no matter what we try."

4. "Shortages? Business as usual for us."

2. "Competition is fierce, with new players entering the game regularly."

5. "No complaint is too tough for us to tackle."

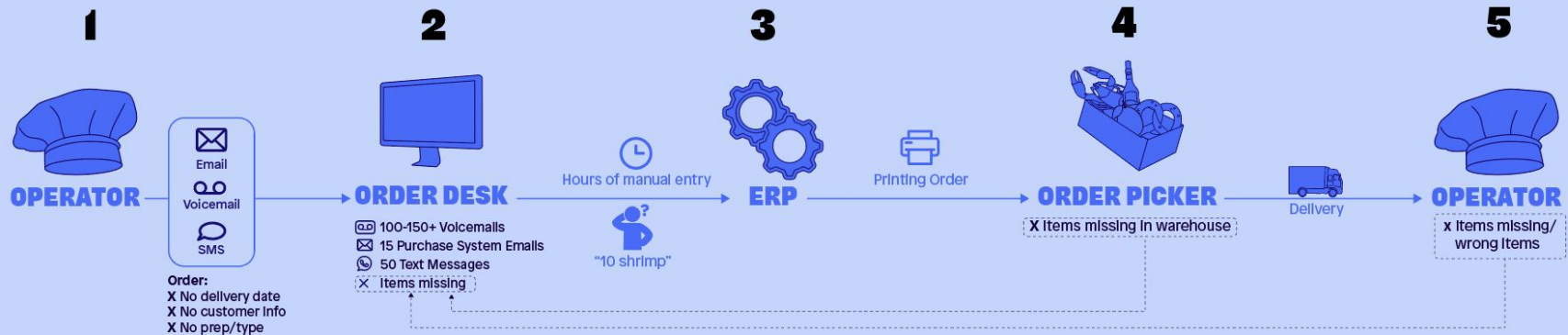
3. "Efficiency demands keep growing, putting pressure on our operations."



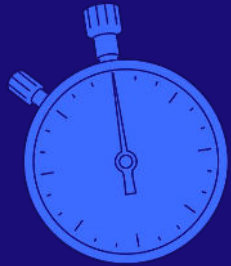
ORDERING IN TODAY'S SUPPLY CHAIN



CURRENT DISTRIBUTOR ORDERING



MANUAL OPERATIONS ARE COSTLY



TIME SPENT PROCESSING ORDERS

(Assuming 500 daily
orders ~3 mins per order,
\$30/hour)

PER
DAY

25 hrs
\$750

PER
YEAR

10k hrs
\$273k



NUMBER OF MISTAKES

(Assuming 500 daily orders,
2% mistakes, 30 min spent per
mistake by CS + driver)

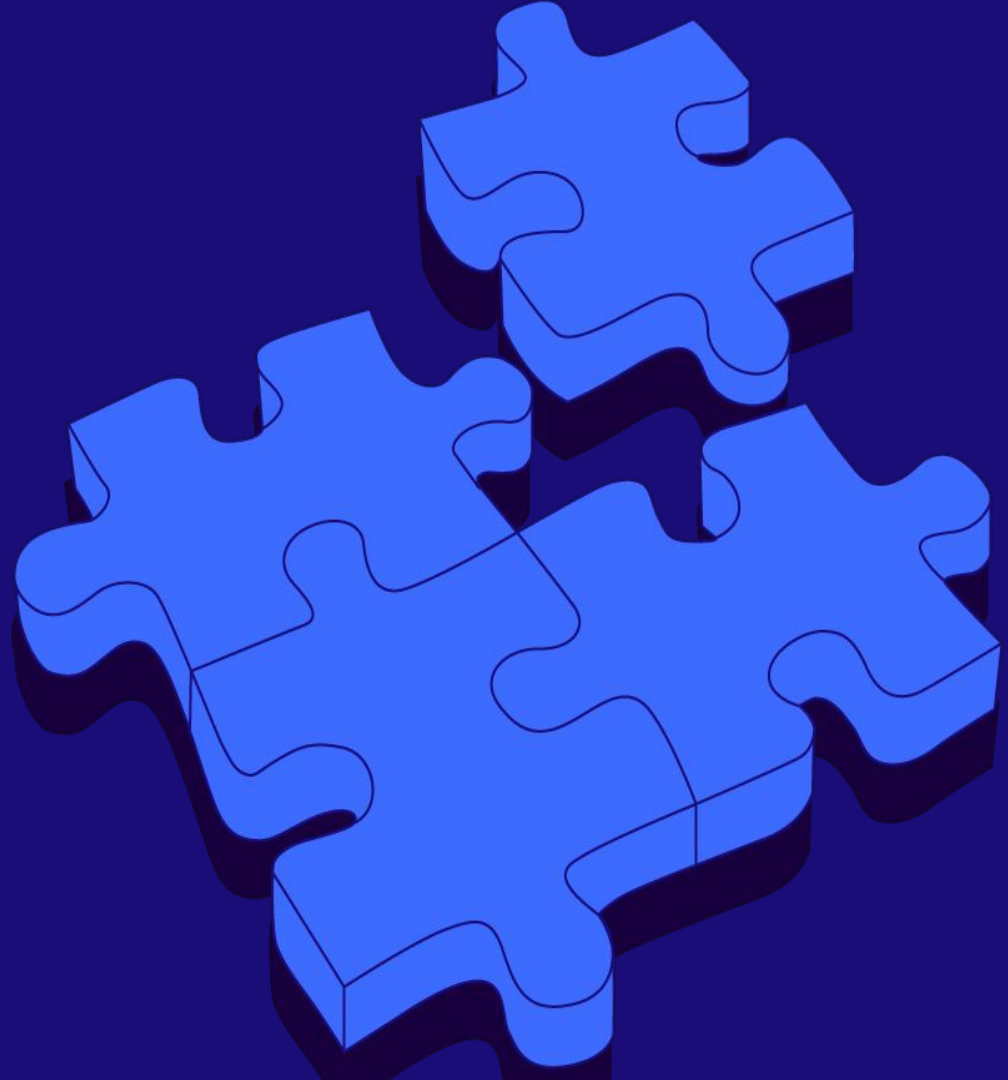
10
\$150

3,640
\$55k

100% DIGITAL ORDERS



AUTOMATION **VIA ERP AND** **AI INTEGRATION**



WHAT IS AI?



AI IS ALREADY EVERYWHERE



CHOCO

WHY HAS AI EXPLODED RECENTLY?



**POWERFUL
COMPUTING**



**MORE
DATA**



**AFFORDABLE
TECHNOLOGY**



**OPERATIONAL
EFFICIENCY**



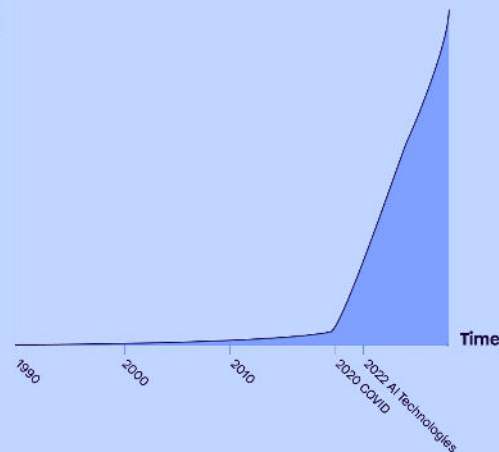
**STAYING
COMPETITIVE**

CHOCO



THE MARKET IS MOVING FAST

Level of
digitalisation



CHOCO



THE COST OF BUILDING YOUR OWN SOLUTION

CHOCO

WHAT'S GOOD & NOT SO GOOD



GOOD CASES FOR AI

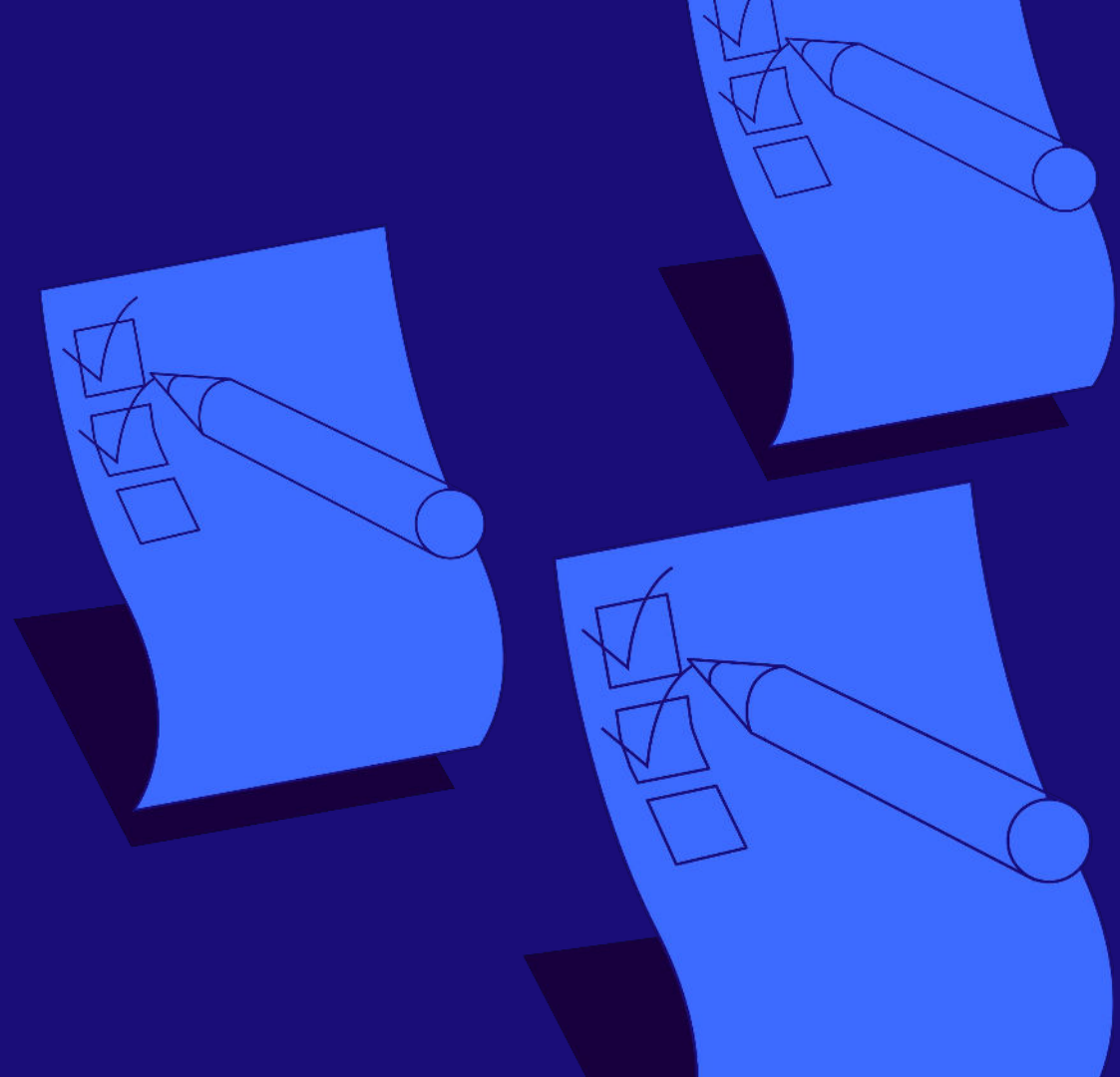
- Administrative Tasks
- Workflows
- Process Orientation
- Data Enrichment



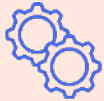
NOT IDEAL FOR AI

- Strategic Planning
- Customer -Centric Relationships

STEPS FOR A SUCCESSFUL AI INTEGRATION



HOW TO PREPARE FOR AN AI SOLUTION AS A FOOD DISTRIBUTOR



**INTEGRATION
CAPABILITY**



**STAFF
TRAINING**



**ONGOING
SUPPORT**



**ROI
EXPECTATIONS**

CHOCO

LEADING QUESTIONS

What kind of ongoing technical support do I need?

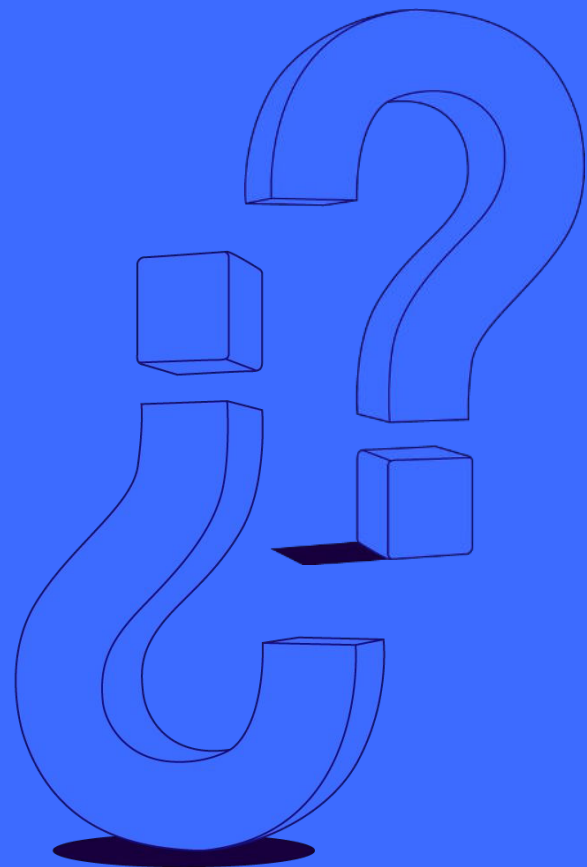
How well does the AI solution integrate with existing software and workflows?

What's the potential cost and time savings to gauge the solution's return on investment?

What is the expected timeframe for full implementation, and how much effort will this imply for my team?

Are there success stories or references from similar-sized companies to ensure the solution's applicability to my needs?

What training support does the AI provider offer, and how will it impact my team's workflow?



**REAL-WORLD
SUCCESS STORY**

**LOBSTER PLACE
NYC**



LOBSTER PLACE SUCCESS STORY

OUTPERFORMED EXPECTATIONS



The Lobster Place was founded in 1974 when Rod and Joan MacGregor were among the first to bring live lobster from the docks of Maine to the New York City restaurant trade.

In the 4+ decades since, Lobster Place has expanded in every way, and they now serve a full line of fresh, live, and frozen seafood to hundreds of commercial kitchens throughout the tri-state area.

What's more, they've walked a mile in every chef's shoes as we operate their own restaurant - Cull and Pistol Oyster Bar - and retail seafood hall - Lobster Place Seafood Market - in the center of Chelsea Market.

EFFICIENCY GAINS

1,843 ORDERS

Processed via AI in April 2024, that is equal 460 orders a week

217 CUSTOMERS

Ordering via AI

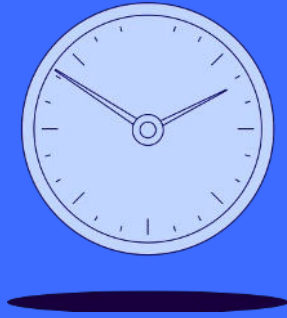
293 CUSTOMERS

Placing orders regularly, 76 of whom are using the Choco app

13 SECONDS

Average time to process one orders

INTEGRATION WITH CHOCO AI



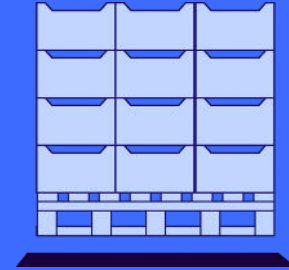
AUTOMATED ORDER PROCESSING:

24/7 automated processing of orders from various channels, including emails, voicemails, and SMS, directly into the ERP system.



SEAMLESS INTEGRATION:

AI orders are seamlessly integrated with your systems, ensuring minimal disruption and smooth employee transition.

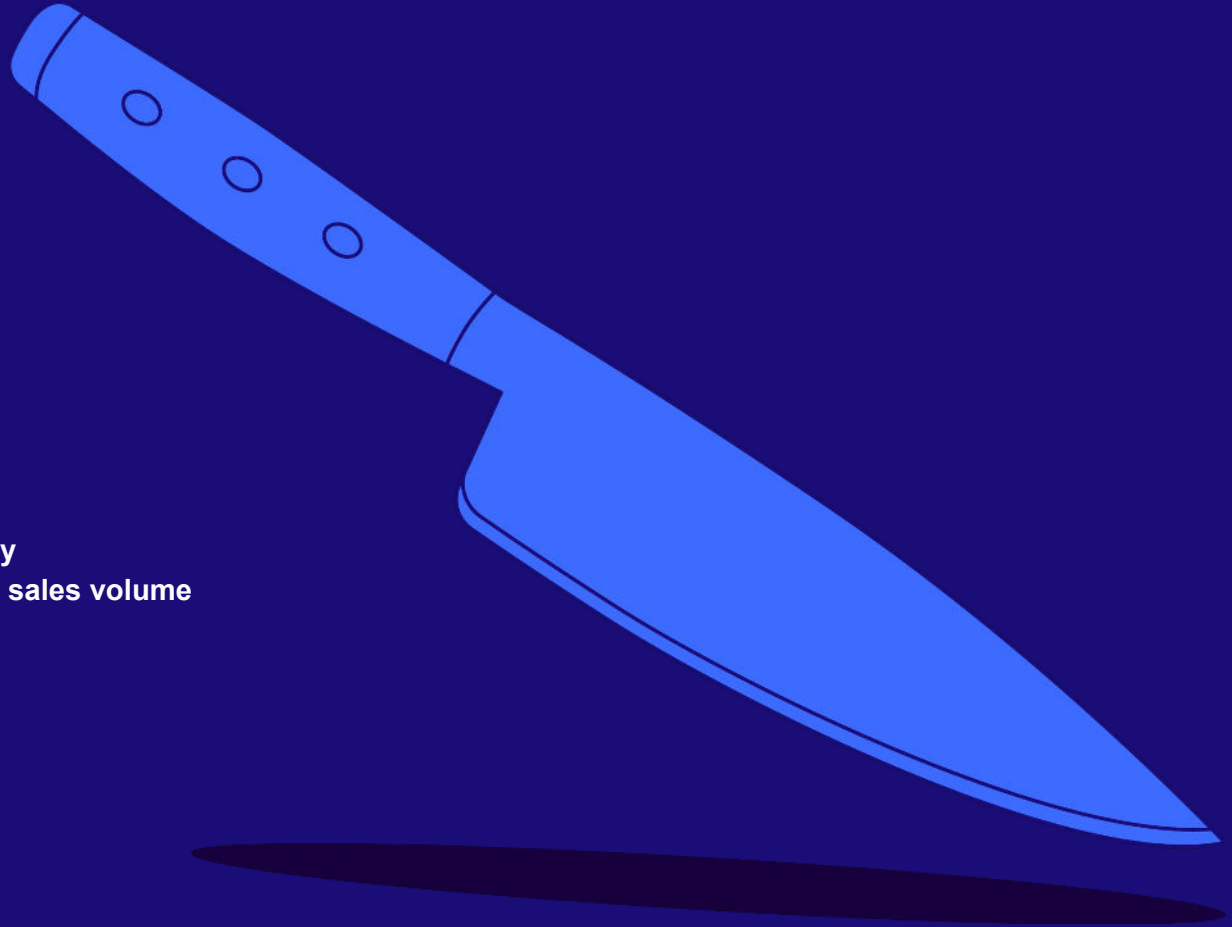


OPERATIONAL EFFICIENCY:

The implementation of AI significantly reduces the time required to process orders, from minutes to seconds, enabling substantial labor cost savings and error reduction.

COMPETITIVE ADVANTAGES

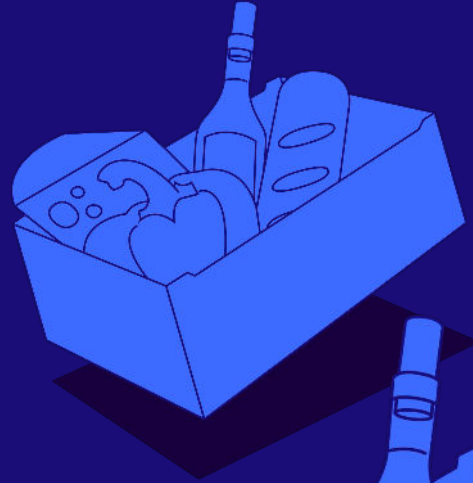
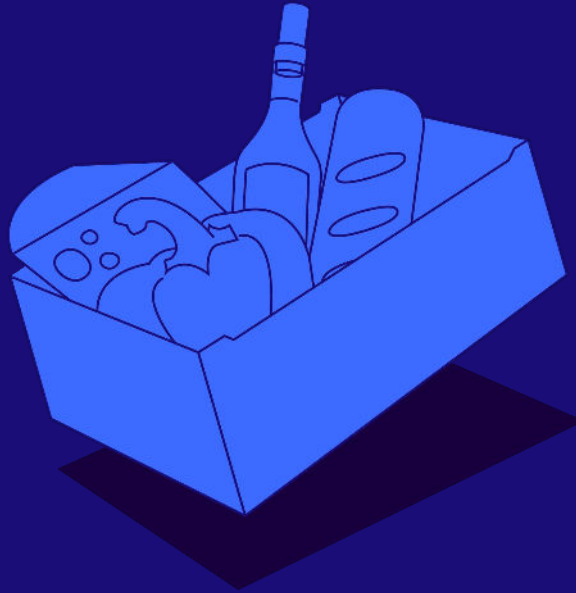
- Early adopters of a new technology
- Addressing labor shortages effectively
- Enhancing overall service quality and sales volume



Q&A
BREAK



CHOCO AI: ORDER MANAGEMENT AND CRM



WHAT WE DO FOR DISTRIBUTORS



CHOCO AI

100% Digital orders in two weeks



MARKETING

Reach 50x better than ever before, never waste food, increase basket size



CRM AI

Customer insights to predict ordering and keep a healthy book of business



Hello,
Same order as
Best,
Chef Jay

CHOCO AI

Order from Restaurant

Received
25 Aug 2024 - 2:15PM

1.	190023	Spanish Onion	Kg	1	
2.	029183	Carrots	Kg	2	
3.	378919	Shallot, unpeeled	Kg	2	
4.	190023	Frozen Fava Bean	Case	1	
5.	378919	Miel de Provence	Case	1	

REJECT EDIT ACCEPT ORDER

**100% DIGITAL ORDERS
IN 2 WEEKS**




MARKETING AI

← Marketing

NEW CAMPAIGN

This is a preview of how your message will appear in the chat.



Get your taste buds tingling with our fresh, delicious vegetables on sale now! Perfect for summer salads, stir-fries, and grilling, these veggies are sure to make your customers' taste buds happy. Don't miss out on this amazing deal - stock up now and enjoy the taste of summer all season long! 🍅🥒

This offer ends on August 23, 2024. Place your order now.

11:54am ✓

Step 1 of 5

Compose marketing campaign

Campaign title

Crazy vegetable Summer sale!

28 / 60

Campaign message *

Promote offers, discounts, and more to your customers.

Get your taste buds tingling with our fresh, delicious vegetables on sale now! Perfect for summer salads, stir-fries, and grilling, these veggies are sure to make your customers' taste buds happy. Don't miss out on this amazing deal - stock up now and enjoy the taste of summer all season long! 🍅🥒

299 / 750

Campaign deadline

The selected date will be shown at the end of your campaign message. E.g. "This offer ends on August 20, 2023. Place your order now."

23/08/2023 x 📅









SAVE AS DRAFT

NEXT

28

CRM AI


CHOCO



← Marketing

SUMMER SALES 06/23

Last updated: Jul 15, 2023, 20:00

**Summer Sales 06/23**
Best pork sausages you've ever seen, on offer now! Add them s...
[See full message](#)

Engagement

Sent to	Viewed	Clicked
120 recipients	24 5% view rate	12 5% click rate





Sales

Placed order	Revenue
3 25% order rate	€1,000 EUR

CustomersProducts

Filter

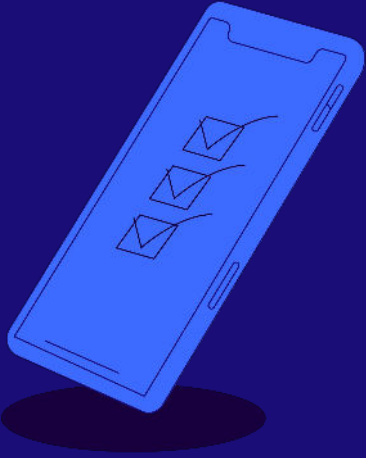
Sorted by: No. of products ordered (High - Low)

Customer info	Orders with products ⓘ	No. of products ordered	Revenue ⓘ
635666 Reactivated  Okuneva & A Very Very Long Customer Name That I'm Testing Out Here	Number of orders from this customer which include products in this marketing campaign.		Revenue from orders which include products in this marketing campaign.
88330 First order  Ryan and Troy	3	6	€300.00
02210  Terrasse Dine	1	2	€100.00
80613  Noodle Bar	-	-	-

Rows per page: 15 ▾

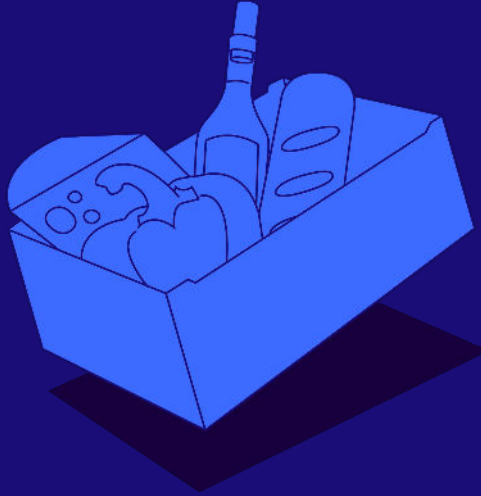
15 items • 1 page < 1 >

WHAT WE DO FOR OPERATORS



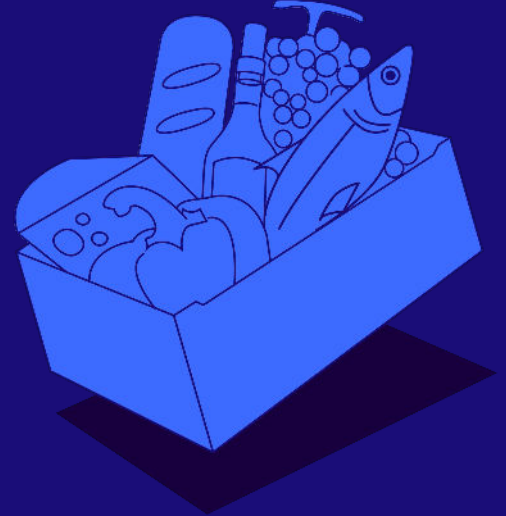
INVENTORY

100% purchasing, inventory and waste control over all outlets



ORDERING

Fastest order processing, full control, team orders



DELIVERY CHECK

Invoice reconciliation, refund management

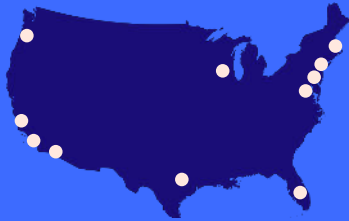
ABOUT CHOCO

25K+
Operators

15K+
Distributors

30+
Cities

400+
Employees



UNITED STATES

Los Angeles
San Francisco
San Diego
Seattle
Austin
Boston
New York
Philadelphia
Washington DC
Miami
Chicago

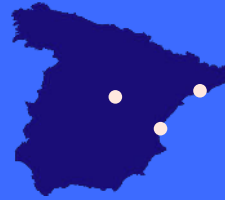


FRANCE

Paris
Lyon
Bordeaux

BELGIUM

Brussel



SPAIN

Madrid
Barcelona
Valencia



GERMANY

Berlin
Munich
Hamburg
Cologne
Stuttgart

AUSTRIA

Vienna



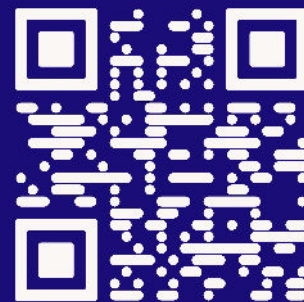
UK

London

Q&A

SCAN THE QR CODE TO:

- **Get in touch with us about Choco AI**
- **Download the case study**



choco.com/us/hello-ai

contact@choco.com

georgie.thomas@choco.co