



Exceedra supports Aspall's growth.

London, December 20th 2011: Today, Aspall, the Suffolk-based Cyder and Vinegar Producer, announced it has successfully implemented Exceedra's Demand Planning Solution. Aspall selected Exceedra because of its significant experience in the Food and Beverage Sector, with the goal of helping Aspall to further improve availability and reduce overall supply costs. Following the successful implementation of this first project, Aspall is now on the second phase of the project to implement Exceedra's commercial planning and Trade Promotion Solution.

Aspall is the UK's oldest family-run cyder maker, producing premium cyder at the same site in Debenham, Suffolk, since 1728. Aspall's complex blend of bitter-sweet and culinary apples has been handed down through eight generations of the Chevallier family since it was established. To this day, the family still signs off every single batch of cyder before it is bottled, to ensure that quality remains first and foremost whilst striving for continued innovation. Aspall has seen a dramatic rate of growth in the past 3 years, with premium cyders now accounting for 20% of the total cyder market, doubling their share of the category compared to a decade ago. Aspall is continuing to drive development of the category with its on-trade business growing at 70% year-on-year.

The demand planning project was focused on supporting an already solid Sales and Operational Planning process, in order to drive improvements in availability and to reduce overall costs. Following Aspall's continued growth, the new solution will help the business to manage planning and forecasting more efficiently as well as ensuring the critical raw material supply of apples is as accurate as possible. During the next phase of the project, Aspall will expand its use of Exceedra's solutions to include Trade Promotion Management and the integration of Retail POS data – crucial for responding effectively to an increased customer base and developing retailer promotional activity.

Des Smith, Joint Managing Director of Aspall explains: "The Exceedra Demand Forecasting is enabling us to manage demand far more effectively, thereby significantly supporting our recent high levels of business growth. The next project will give Aspall the forward-looking financial and commercial visibility that we require to support the next phase of growth. Exceedra has proved to be a very knowledgeable and credible solution provider."

Richard Nicholas, Director at Exceedra, also added: "These projects demonstrate Exceedra's ability to support Consumer goods companies which are driving business improvements in short periods of time. The latest project will allow Aspall to have full visibility of forecasted margins as well as promotional activity in both the On-Trade and Off-Trade. With a background of significant growth the team at Aspall has completed the demand planning project very quickly and the next project will further enhance the Sales and Operations Planning process, giving further improvements in forecast accuracy and complete commercial visibility."

About Exceedra

Exceedra, established in 1987, is a leading software vendor focused on Commercial and Supply Chain Planning. Exceedra products help companies in Consumer Goods, Manufacturing, Retailing and Wholesale sectors improve revenues, margins and service levels through improved insight and planning.

The company supports a global customer base and has a history of innovation and leadership. Exceedra are passionate about providing quality software that delivers profitable business benefits and increases productivity for our customers.

Exceedra focuses on Demand Forecasting, Supply Chain Planning, Trade Promotion Management, Joint Business Planning & Category Planning and Retail POS Analytics.

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