



Kidfresh's Recipe for Success with Demand Chain AI

Revolutionizing Forecasting & Trade Management for Smarter Growth



Kidfresh, a leading CPG brand specializing in frozen kids' meals, faced challenges with sales forecasting, demand planning, and trade management. Fluctuating inventory levels, periodic stockouts, and variable sales trends hampered growth and efficiency. To overcome these challenges, Kidfresh partnered with Demand Chain AI to implement cutting-edge forecasting and trade management solutions.

CHALLENGES

- Limited resources made it difficult to manage complex forecasting and trade initiatives.
- Variable monthly sales forecasts created planning inefficiencies.
- Internal forecasting and demand planning models required improvement.

SOLUTION

Kidfresh turned to Demand Chain AI for a data-driven approach to demand planning and trade management.

- **AI-Powered Forecasting-as-a-Service:** Within weeks, Demand Chain AI integrated data-driven forecasting, making real-time adjustments to enhance accuracy and align with Kidfresh's unique sales patterns.
- **Expert Trade Management Services:** 18 months into the partnership, Kidfresh expanded its capabilities by adopting Demand Chain AI's trade management services, powered by their **Puls8 TPM** solution, streamlining trade promotion planning and execution in just two months.

BENEFITS

- **Precision Forecasting & Reduced Volatility:** Kidfresh achieved a dramatic reduction in stockouts and sales volatility, ensuring steady product availability.
- **Stronger Customer Partnerships:** Accurate forecasting enabled better communication with retailers, improving trust and order fulfillment.
- **Increased Operational Efficiency:** With automated forecasting and trade management, Kidfresh optimized internal resources, allowing the team to focus on profitable business growth.

AT A GLANCE CHALLENGES

- Periodic overstock & stockouts
- Variable sales forecasts
- Suboptimal planning models
- Resource constraints

BENEFITS

- Steady Availability
- Improved Trust
- Optimized Resources



Demand Chain AI brings deep expertise in Consumer Packaged Goods, particularly Food & Beverage, with over 1,500 years of combined experience. We deliver practical solutions in supply chain planning and forecasting.

Puls8 Intelligent Planning Solutions provide end-to-end, data-driven technology, enabling seamless operations, precision forecasting, and smarter decision-making.

By combining industry expertise with innovative solutions, we help businesses drive efficiency, improve agility, and achieve sustainable growth in a dynamic marketplace.

Learn more at www.demandchainai.com