

crisp.

Crisp helps Nature's Bakery make the most of every sales season.

NATURE'S BAKERY

Back to School

Healthy January

Spring Snacking

→ Situation: New data frontier

Nature's Bakery, a beloved snack bar brand under the Mars healthy snacking division, has seen net sales skyrocketing by high double-digit growth since its 2020 acquisition. With a new production facility set to open in Salt Lake City in 2025 to meet growing nationwide demand, Nature's Bakery is preparing for its next chapter.

The brand's explosive growth, fueled by increasing household penetration and customer loyalty, underscored the need for a robust, strategic supply chain. Adriane Walters, Director of Grocery Sales since 2017, explains, "In the last couple of years, we've not been able to produce to the level that's wanted by our customers."

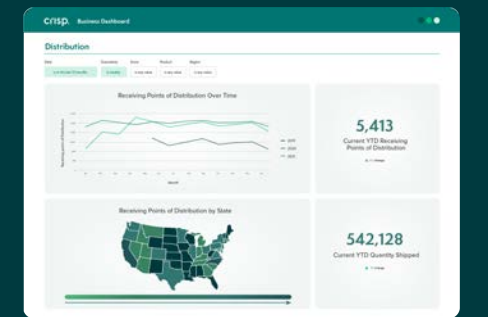
As a seasoned CPG veteran with over 30 years of industry experience, Adriane understands the critical role of data in navigating growth, particularly in managing lean inventory levels during rapid expansion.

Results: Raising the bar

- + 75% time savings on data analysis
- + Achieved triple-digit growth in new retailers like The Fresh Market
- + Saw 80% sales growth at e-commerce grocer Thrive Market
- + Increased UNFI Bars category share by 39% YOY

Favorite Insight:

"Distribution Inventory" Tracks inventory movement from CDs to stores, ensuring precise reordering during peak seasons.



→ Solution: Fruitful partnership

When UNFI and Crisp launched the UNFI Insights platform in 2023, Adriane immediately recognized its value. As an early adopter, she quickly saw how the platform automated and streamlined manual processes, giving her renewed optimism about its potential for the growing business. Building on this success, Nature's Bakery adopted Crisp's KeHE solution in 2024. "With Crisp, we can access all our sales and inventory data in such detail, so fast," Adriane shares. "The Master Data Management tool enables us to view our data exactly how we want to."

The Nature's Bakery team used Crisp's MDM tool to categorize and structure their diverse product portfolio. **This clean, granular reporting empowered the team to stay informed and act strategically, helping maintain lean inventory levels through remarkable growth.**

Crisp's UNFI and KeHE distribution dashboards provide planning and supply chain teams with visibility into forecast and on-order quantities, allowing them to track inventory movement from distribution centers to individual store levels. This ensures precise reordering during busy seasons like 'Healthy Habits in January,' 'Spring Snacking,' and the highest-demand 'Back to School' period.

“

“What have been the major trends? How is the health of all our accounts? How did new product launches perform this year, and how can we apply these learnings to next year's launches?”

Adriane Walters

Director of Grocery Sales at Nature's Bakery

Learn how you can be Data Driven at www.gocrisp.com

