

Sazerac Keeps Eye on Pricing

When a company has such a varied portfolio of brands that covers everything from bourbon and scotch to tequila, rum, vodka and brandy, managing pricing across all three tiers of the U.S. alcohol distribution system can be a rather complicated affair.


The century-and-a-half-old Sazerac Company, the Metairie, La.-based owner of the iconic, namesake spirit, as well as Buffalo Trace Distillery, A. Smith Bowman, The Glenmore Distillery, Kentucky Gentleman, Fleischmann and many others, sought out a new technology solution to do just that.

“We have a deep understanding of the challenges that Sazerac and other beverage alcohol companies face when pricing exten-

sive portfolios in a complex marketplace,” says Paul Greifenberger, senior vice president of sales at Vistaar. “Vistaar’s innovative pricing solution delivers optimum performance for complex environments that require robust, flexible software.”

Vistaar’s pricing solution for beverage alcohol manages price and promotion changes and the associated ripple effects through the three-tier system, the company notes.

In addition to its home base in the New Orleans market, The Sazerac Co. operates facilities in Frankfort, Bardstown, Louisville and Owensboro, Ky.; Fredericksburg, Va.; Carson, Calif.; Baltimore, Md. and Montreal, Canada.

Beam, Inc. and Pernod Ricard USA are also using Vistaar’s pricing solution. 



DISTRIBUTION AT A GLANCE

News from CBC/Brew Expo America:

CSX Talks Benefits of Rail



Transportation company CSX Corp., which provides rail, intermodal and rail-to-truck transload services, recently participated in the 2012 Craft Brewers Conference trade show in San Diego, Calif., to highlight the benefits of rail. CSX representatives demonstrated the potential for consolidating loads of multiple shippers destined for the same geographical region in a single boxcar, and talked about how smaller-volume shippers could realize the economies of rail in less than truckload shipments. As the craft beer industry continues to grow and distribution expands, more use of rail could provide significant environmental and affordable solutions to transportation needs.

CSX’s transportation network spans approximately 21,000 miles, with service to 23 eastern states, the District of Columbia and two Canadian provinces. CSX’s network connects more than 240 short line railroads and more than 70 ocean, river and lake ports. CSX’s network of rail and warehousing also provides shippers of beverages easy access to major metropolitan markets. The company says rail offers environmentally friendly and economical solutions to transporting beverages with its ability to move a ton of freight nearly 500 miles on a single gallon of fuel. Customers and others often use CSX’s Carbon Calculator, available on csx.com, to determine the environmental benefits of shipping by rail over other modes of transportation.

Sattelite Logistics Launches Keg Leasing Program



Satellite Logistics Group (SLG) premiered keg leasing as the latest addition to its service offerings, at the recent CBC/BrewEXPO in San Diego.

SLG says that more than 20 years ago it identified and addressed a pain point for beer producers and introduced the Kegspediter System, a reverse logistics service that expedites the return of empty kegs to breweries.

Faster keg turns translate to fewer kegs overall needed in the brewery’s keg fleet. SLG says the distinguishing factor for its service is the reverse logistics management of the kegs back to the brewery. SLG adds that its network of strategic locations and the 1,400-plus distributors throughout the U.S. makes keg leasing a natural fit with Kegspediter.

The company says that it not only can address their need for more kegs to meet consumer demand, but it also can provide logistical experience and expertise, which can expand to include managing their entire supply chain. This, SLG notes, gives local and regional brewers the tools to broaden their geographic market to the next level.

Keg Leasing is just one more enhancement to SLG’s Kegspediter program, which also offers an online keg identification tool, asset recovery process and a census service to collect quantity and location data of any type of reusable asset.

Beer producers are not the only segment of the beverage world that recognize the value in leasing kegs. SLG has recently “tapped” into the wine business. There are several advantages for wine producers to ship their product in kegs, namely a longer product shelf life once opened. Large venues, like sports arenas and casinos particularly, are enthusiastically embracing this new concept.