



Sturm Foods Serves Up Accurate Inventory With Manhattan Associates

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Sturm Foods started as a dairy farm operation in 1905, providing eggs and dairy products to friends and family in Manawa, Wisconsin, located just outside of Green Bay. The company entered the private label distribution market in the 1970s and grew into a global dry grocery manufacturer for both the retail and foodservice industries, producing healthy drink mixes, instant cereals and a line of organic foods. With a customer base of large retail chains, each with specific order requirements, Sturm Foods implemented solutions within the Manhattan SCOPE(R) supply chain portfolio from Manhattan Associates (Nasdaq:MANH), to optimize supply chain processes in five of its distribution centers, all located in Manawa.

"Our five distribution centers required one viewpoint that tied our inventory together," said Glen Bunnell, manager, information technology, Sturm Foods. "Before we partnered with Manhattan Associates, we couldn't really gauge our accuracy rate, which was a critical factor as we continued to grow and service some of the biggest retailers in the world."

Sturm Foods implemented Manhattan's Warehouse Management solution from the Manhattan SCOPE Distribution Management product suite and quickly realized improved inventory capabilities, including an accuracy level of 98.5 percent, while reducing the cost of labor by more than 50 percent. In addition, the company cut damage costs by 20 percent and eliminated the need for a year-end physical inventory.

"It's like the perfect dance-- you can watch the people move fluidly from task to task, and it's all forward motion. There's purpose in their actions and they are all in step," continued Bunnell. "The benefits we've gained with case picking, functionality on our warehouse floor, and system directed tasking have been vital to our manufacturing and distribution processes. But our CFO is more pleased with the fact that Warehouse Management paid for itself in just eight months."

Manhattan Associates' Warehouse Management solution is designed for optimal collaboration and communication with an extensive network of suppliers and partners. The Manhattan SCOPE portfolio is developed on a Supply Chain Process Platform that facilitates the communication of cross-suite applications to address specific supply chain requirements for the goals of each Manhattan customer. Manhattan SCOPE solutions are designed to seamlessly optimize day-to-day processes from one common interface, in real time.

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About Sturm Foods

Sturm Foods is the leading dry grocery manufacturer for both the retail and foodservice industries since 1905. It specializes in the dry product categories, including Hot Cereals, Organic and Natural Products, Sugar Free Drink Mix Sticks, Sugar Free 12 Quart Drink Mixes as well as Hot Cocoa and Cappuccino. Sturm Foods is committed to innovating and rapidly introducing new products that are great tasting, convenient and fit the changing needs of today's health-conscious consumer. For more information, please visit www.sturmfoods.com.

About Manhattan Associates, Inc.

Manhattan Associates continues to deliver on its 20-year heritage of providing global supply chain excellence to more than 1,200 customers worldwide that consider supply chain optimization core to their strategic market leadership. The company's supply chain innovations include: Manhattan SCOPE(R) a portfolio of software solutions and technology that leverages a Supply Chain Process Platform to help organizations optimize their supply chains from planning through execution; Manhattan SCALE(TM), a portfolio of distribution management and transportation management solutions built on Microsoft .NET technology; and Manhattan Carrier(TM), a suite of supply chain solutions specifically addressing the needs of the motor carrier industry. For more information, please visit www.manh.com

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