



Alimerka Selects Manhattan Supply Chain Commerce Solutions to Strengthen Brand Loyalty and Enable Business Growth

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BARCELONA, Spain and ATLANTA, March 19, 2014 (GLOBE NEWSWIRE) -- Alimerka, a leading Spanish food grocery retailer, has selected multiple components from [Manhattan Associates](#)' (Nasdaq:MANH) Supply Chain Commerce Solutions portfolio to enable new supply chain processes and maximize service levels across the 176 supermarket stores it operates in the Asturias, Castilla-León and Galicia regions of Northern Spain. Manhattan's solutions will enable the company to build on brand loyalty by improving product availability in its stores at the same time as enabling the retailer to fulfil customer orders more profitably.

Founded in 1986, the Asturias-headquartered retailer today employs 6,000 people, has a product range comprising several thousand individual stock-keeping units (SKUs) including 600 own-label brands, and operates its regional distribution operation from a 450,000 sq. ft. warehouse in Lugo de Llanera, Asturias. With a business mantra to provide customers with high quality, fresh products at an affordable price, Alimerka places a huge importance on optimizing its back-end supply chain processes and efficiency and ensuring this is all synchronized with its store operations and front-end systems.

According to Omar Gomez, chief financial officer at Alimerka, "We're looking to make great strides in improving the overall performance and profitability of our retail distribution operation. Our legacy supply chain systems were limiting us, but with Manhattan's flexible Supply Chain Commerce Solutions, we'll be able to optimize our fulfilment operation and offer improved availability of products to our customers - driving loyalty, revenue and profitability."

Manhattan's local Geopartner Supply Nexus, which serves as a true extension to Manhattan's business operations in the Iberian Peninsula, will lead the implementation project, working closely with the Alimerka and Manhattan teams.

Martin Lockwood, senior director at Manhattan Associates, commented, "Both Manhattan and Supply Nexus are delighted to partner with the esteemed Alimerka supermarket chain. The retail brand's selection of our products and teams is a validation of our cumulative investments and successes over the last twenty years in food grocery retailing."

Alimerka selected the [Warehouse Management](#), [Slotting Optimization](#), [Labor Management](#) and [Supplier Enablement](#) solutions from the [Distribution Management](#) suite of Manhattan's Supply Chain Commerce solutions portfolio, along with Manhattan's [Supply Chain Intelligence](#) solution which will help it monitor the performance of its supply chain processes.

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About Alimerka

Alimerka is the most important food grocery retailer in Asturias, Spain, with a strong presence also in the autonomous regions of Castilla-León and Galicia. Its business is based on offering its customers high quality products at an affordable price through a network of 173 supermarket stores it operates across the three regions. For more information, please visit www.alimerka.es.

About Supply Nexus

Supply Nexus is a Solutions Provider specialised in the design and implementation of Multichannel Distribution and Supply Chain Management solutions. Our mission is to provide advanced, innovative and proven best-in-class solutions to improve our clients' competitiveness and productivity by applying best practices, processes and the latest technologies. Supply Nexus is Manhattan Associates' GeoPartner in Spain and Portugal. For more information, please visit www.supplynexus.com.

About Manhattan Associates, Inc.

Manhattan Associates brings companies closer to their customers. We design, build and deliver market-leading Supply Chain Commerce solutions that drive top line growth by converging front-end sales with back-end supply chain execution and efficiency. Our software, platform technology and unmatched experience help our customers around the world adapt to the challenges of the omni-channel marketplace. For more information, please visit www.manh.com.

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