



# Retail Business Services

## Ahold Delhaize USA Local Brands to Leverage New Supply Chain Solution to Offer Fresher Produce to Customers, However They Shop

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Retail Business Services Taps RELEX Solutions to Support Implementation of End-to-End Forecasting and Replenishment



SALISBURY, N.C., March 27, 2019 (GLOBE NEWSWIRE) -- Groceries are poised to get even fresher for customers up and down the East Coast thanks to an innovative, end-to-end forecasting and replenishment solution being implemented by Retail Business Services, the services company of Ahold Delhaize USA, which manages supply chain operations for Ahold Delhaize USA's local brands: Food Lion, Giant Food, GIANT/MARTIN'S, Hannaford, Peapod and Stop & Shop. The new solution, which leverages technology from RELEX Solutions, will provide even fresher produce to the millions of customers that shop in the local brands' stores each week, no matter how they shop -- whether in-stores, through pick-up points or online for delivery.

"By implementing this game-changing solution, Retail Business Services is further enabling Ahold Delhaize USA's local brands to deliver on their ambitions to be there for their customers anytime, anywhere with the freshest products," said Chris Lewis, Executive Vice President of Supply Chain for Retail Business Services. "Not only will it provide local brand stores with the flexibility they need to best serve their customers, it will enable a complete supply chain transformation at a time when customer expectations are rapidly changing the way groceries are bought, sold and delivered."

The solution delivers integrated, efficient end-to-end forecasting and replenishment for both fresh and center store products using a flexible rules engine, which enables each of the local brands to tailor the solution to their customers' unique needs. Leveraging artificial intelligence, the system constantly learns from itself to enable increasingly sophisticated forecasting decisions.

The Food Lion and Hannaford brands have been piloting a RELEX solution for fresh distribution center forecasting and replenishment since early 2018. Based on the pilot's success, Retail Business Services is now scaling the solution to support each of Ahold Delhaize USA's local brands.

"RELEX is pleased to be the provider for Retail Business Services, as the company transforms supply chain operations to the benefit of Ahold Delhaize USA's local brands and their customers," said Michael Falck, RELEX President, North America. "Together, we share a common mission to optimize inventory levels and ultimately improve the shopping experience for consumers, no matter how they shop."

### About Retail Business Services

Retail Business Services, LLC, is the services company of Ahold Delhaize USA, currently providing services to six East Coast grocery brands, including Food Lion, Giant Food, GIANT/MARTIN'S, Hannaford and Stop & Shop, as well as the country's largest online grocery retailer, Peapod. Retail Business Services leverages the scale of the local brands to drive synergies and provides industry-leading expertise, insights and analytics to local brands to support their strategies with services including Information Technology, Merchandising, Marketing & Sourcing Services, Private Brand Products, Pharmacy Services, Not for Resale, Store Services, Financial Services, Legal Services, Communications, Supply Chain and People Systems and Services. For more information, visit [www.retailbusinessservices.com](http://www.retailbusinessservices.com).

### About RELEX Solutions

RELEX Solutions is dedicated to helping retail businesses improve their competitiveness through accurate forecasting and replenishment, localized assortments, profitable use of retail space, and optimized workforce planning. Our SaaS solutions deliver quick return on investment and can be used independently or jointly for unified retail planning, enabling cross-functional optimization of retail's core processes: supply chain, merchandising and store operations. RELEX Solutions is trusted by leading brands including WHSmith, Morrisons, AO.com, Coop Denmark and Rossmann, and has offices across North America and Europe. More information: [www.relexsolutions.com](http://www.relexsolutions.com)

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