

## Case Study Supply Chain Solutions - Grupo Modelo Europa

### Customer Profile

Grupo Modelo is the leading brewery in Mexico in terms of beer production, distribution and marketing. Currently it brews and distributes 12 brands, including Corona Extra, the best selling Mexican beer in the world, Modelo Especial, Victoria, Pacífico and Negra Modelo. It also exports 5 brands and it is present in more than 159 countries.

### Customer Challenge

Grupo Modelo Europa requested Agility Spain to urgently provide a solution for their supply chain in Spain which they were not satisfied with. According to the original distribution plan, GModelo had a single distribution centre in Spain, and it was too far from most of their customers, which caused delays and was not efficient in costs. They challenged us to improve this situation as fast as possible.

### Agility Solution

The Agility solution for Grupo Modelo included utilizing our experts and their collective experience. Their extensive knowledge spans a variety of industries, and combined with our network of freight forwarding products, specialty businesses, and logistics expertise, created a solution that answered the specific requirements of the GModelo team. Designing a whole distribution solution in such a short time frame required a Logistics Industry Specialist with an international network, the appropriate storage and distribution facilities.

In three weeks' time, Agility Spain's team designed a decentralized distribution system, built two distribution centers, enforced a new supply route, and placed dedicated support teams in Madrid, Barcelona and Valencia. Since then we have kept up the service and got their product placed in the market, with greater flexibility by using an additional port of entry in Spain, opening additional distribution centers in Barcelona and Valencia, flexibility in stock levels and stock security backups to guarantee the supply during peak seasons, local strikes and high demand periods.

With Agility's new efficiencies, cost controls and reliability in place, GModelo Europa improved their supply chain's efficiencies and found a local partner to rely on. Agility's specific expertise in the retail industry, delivers supply chain solutions that produce results and earn your trust.



### *A Word From GModelo Europa*

GModelo Europa was very satisfied with Agility's quick response to their problem. Agility set up the service almost overnight and just a few days after the proposal's acceptance, that really made a change in terms of Working Procedures and Distribution Flows, along with a very aggressive approach in terms of Operational Costs Savings.

**Grupo Modelo Europa**



## Team Of Experts

When you have a dedicated team of logistics professionals studying your business, listening to your concerns and understanding your challenges, you have Agility's brand of Personal Service. Partnership with our customers is the driving force behind our mutual success and the ultimate satisfaction for more than 34,000 employees in over 120 countries around the world.

As a top global service provider, we do business in the most straightforward scenarios, as well as the world's most challenging environments. Agility is a company on the move, yet we never lose sight of the fact that whether you are a small or large enterprise, the heart of our business is personal customer service.

### *Special Services for Grupo Modelo Europa*

- Opening additional distribution centers in Barcelona and Valencia
- Flexibility in stock levels and stock security backups
- Fully dedicated operational teams
- Import handling
- Warehousing & Distribution

### *Contact Your Retail Expert For Personalized Service*

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