

Brewery Pöllinger

"We were looking for a way to reduce the cost of our fleet while increasing customer satisfaction."

Johann Peter Rank, owner of the Brewery Pöllinger



What were your primary aims?

The Brewery Pöllinger is located in the middle of the largest hop growing area in Germany. The medium-sized company brews top and bottom-fermented beer and produces non-alcoholic beverages. The customers from the gastronomy, beverage stores and retail trade are supplied with vehicles from our own fleet, whereby the consistently high quality of supply can be guaranteed. However, due to the rising costs of logistics, savings in this area were indispensable.

Why did you choose OPTITOOL?

With its software for the beverage industry, OPTITOOL made a significant contribution to solving this problem of rising logistics costs. The optimization function in the program was intended to achieve the best possible utilization of the vehicles.

What was the result of the trip optimization?

The enormous logistics costs could be reduced by at least 5% in a short time, so that the own fleet can still be run profitably. Savings were achieved through better utilization of vehicles and trips as well as through the cost-optimized route.

Your personal summary:

- enormous reduction of logistics costs
- high customer satisfaction and simplified dispatching

Brauerei Pöllinger

Overview

Received the right to serve and brew beer in 1474
Today in the private ownership of the Rank family
About 40 employees

Location

Pfeffenhausen, district of Landshut

Description

A wide sortiment of lemonades, juices, mineral water and beers. With an annual total sales volume of approx. 180,000 hl, the company supplies customers at a wide variety of retail levels such as beverage wholesalers, specialist beverage stores, supermarkets and gastronomy. The beverage production is based on the water from the Elsbethen spring, which is extracted from a depth of 165m.



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