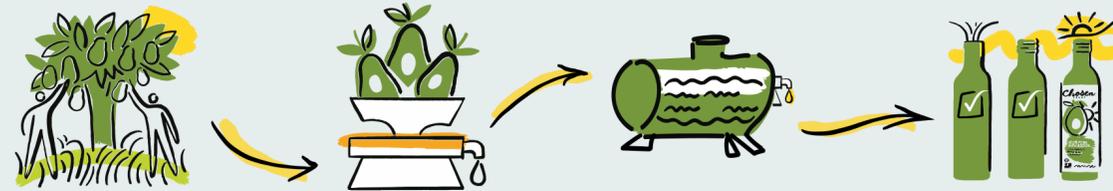


crisp.

# Chosen Foods chooses UNFI Insights to create a well-oiled supply chain.

Chosen FOODS



## → Situation: Avocado revolution

Chosen Foods, trailblazer of a now-booming avocado oil market, has come a long way from its single-SKU beginnings. Today, this certified B Corp offers a diverse range of better-for-you pantry essentials, from their signature avocado oils to mayos, salad dressings, sauces, and spreads. But with rapid expansion comes complex challenges in inventory management, distribution optimization, and maintaining sustainability commitments across a growing nationwide retail network.

"We've been growing a lot, which is why we've been using Crisp," explains Tiana Ukleja, Director of Natural Sales at Chosen Foods. "Where is our inventory? Where do we need inventory? These are questions we need to answer daily."

## → Solution: UNFI Insights powered by Crisp

Since becoming a Crisp customer in 2021, Chosen Foods has leveraged data to fuel their growth while maintaining lean, efficient operations. In 2023, they became early adopters of the UNFI Insights platform powered by Crisp, further enhancing their ability to make data-driven decisions.

The UNFI Insights platform has been a game-changer for Chosen Foods, fueling remarkable growth across their UNFI distribution network. The platform's detailed breakdown of DC SKU inventory, including quantity on-hand, on-order quantity, and forecast quantity, allows the team to make precise decisions about inventory allocation and replenishment.

The platform's insights have supported explosive nationwide growth and new product launches for Chosen Foods, all while helping the team optimize their supply chain and achieve zero food waste. "Zero waste is a huge difference from a previous role where we constantly had thousands on spoilage alert," notes Tiana. "It's not uncommon for CPG brands to deal with that, let alone with limited data visibility."

## Zero-waste results:

- + Grew total UNFI sales 35% YOY. Standout results at Stop & Shop (212%), Giant Foods (70%) and Harris Teeter (44%)
- + Presents near-zero expected food waste in the UNFI Insights Spoilage Dashboard
- + Grew Salad Dressing category share 10% YOY with new product line
- + Boosted independent retailer sales 50% YOY

## Favorite Insight:

"UNFI Insights DC inventory" Refreshed multiple times daily, the team keeps DCs stocked with top-selling SKUs and new products alike.



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“With daily, actionable insights into our inventory and sales, Chosen Foods can confidently innovate and expand our product lines while upholding our commitment to sustainability as a certified B Corp.”

Tiana Ukleja  
Director of Natural Sales

Learn how you can be Data Driven at [www.gocrisp.com](http://www.gocrisp.com)