

# Safe Catch commands complex retail waters with Crisp real-time data



Safe  
Catch®



## Situation

Commodity supply chains are notoriously complex, but few rival the wild-caught seafood industry. Silicon Valley-based Safe Catch Seafood sought a sustainable, technology-driven supply chain solution to keep out-of-stocks (OOS) at bay for their high-demand, fast-growing product lines.

## Solution

Safe Catch COO Kevin McCay leverages daily data visibility in Crisp for fast, accurate decision-making across operations, logistics, inventory management, sales, and even marketing. Even when tariffs shift overnight or seasons deliver surprises, granular sales and inventory data help his team make revenue-safeguarding adjustments quickly and accurately. To date, Safe Catch has **recovered over \$1 million dollars in sales** lost to stockouts, while growing the business to new heights. Credible Crisp data continues to make opportunities clear and compelling for buyers.

## Key results

- **\$1M savings** in resolved out-of-stocks
- **37%** distribution growth
- **33% sales growth**  
#1 SKU Elite Wild Tuna
- **Double-digit** Dang snacks growth

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Reviewing Crisp is a consistent process for our team, and we often uncover actionable opportunities through the data.

Kevin McCay  
COO, Safe Catch