Achieving 99% Service Levels While Navigating Supply Chain Crisis

Industry: Food & Beverage
Founded: 2012
ERP: Netsuite

About Buddha Brands
Since 2012, Buddha Brands has been on a mission to inspire people to live better through delicious, plant-based snacks and beverages. As a growing F&B company focused on clean ingredients and low-sugar formulations, they needed supply chain precision to match their product quality standards.

Buddha Brands and StockIQ
Buddha Brands implemented StockIQ in 2021 and the tool was a key part of getting them through their most difficult years. Since then, the results have been outstanding:

- 99% Service Level
- < 3% Stockouts reduction in stockouts
- < 15% Excess
- < 7% AR Inventory
- ˜9 Turns Average

"This was maybe some of the most difficult three years in our existence. StockIQ was a key part of getting us through this - it would have been way harder, if not impossible, with spreadsheets or NetSuite's built-in supply chain tools"

— Michael Magnone, VP of Operations

Unprecedent Challenges

Buddha Brands faced unprecedented challenges from 2021-2024 that tested every aspect of their supply chain. The period encompassed COVID-19 disruptions, severe container shortages, and critical raw material sourcing issues that threatened their entire operation.

“There were times when our margins could have been negative simply getting product to North America with the cost of containers, and we had to adjust our planning to account for that,” says Chris Magnone, CEO and co-founder, “having StockIQ to help us adjust was important for visibility to where we had inventory, and being able to adjust as necessary.”

The StockIQ Implementation

Rather than relying on spreadsheets or NetSuite's basic supply chain tools, Buddha Brands leveraged StockIQ's advanced demand forecasting and inventory optimization capabilities. The platform provided real-time visibility across their entire supply chain, enabling rapid decision-making during this volatile period.

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Transformational Results

With those challenges now in the rearview mirror, the current picture looks quite good for Buddha Brands.

"The last of our material shortages happened through the summer of 2024, and now our inventory position is looking very strong," says Chris. "Service level is high, stockouts and excess are low, and we feel like we are running efficiently."

Looking Ahead

“Our focus now is to try and make even broader use of StockIQ within our organization now that its ROI is so plain to see. We’re a small team, and we know we’re only scratching the surface of what we can do. We’re looking forward to working with StockIQ to improve even further.”

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