
Impact of Technology and AI in the Beer Industry



Dec 2025



Volume x Profit Sales Transformation

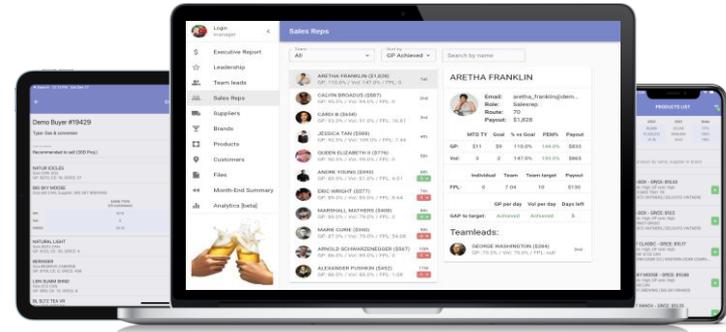
The VXP system for distributors focuses your sales team on becoming more profitable.

Increase your Profit, Increase your Volume, Decrease your Out of Date Costs

- 🚀 **\$3 Billion** in sales tracked
- 👥 **2,000+** front-line & sales leaders empowered
- 🏢 **50+** distributors running the VXP system
- 📈 **1** proven platform to drive a high-performance culture

First Year Results:

- As much as +20 cents in GP/CE growth over trend
- Up to 50% reduction of OOC & CTC costs
- Efficiencies in Objective and Incentive targeting and tracking



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Why

WIIFM?



Security

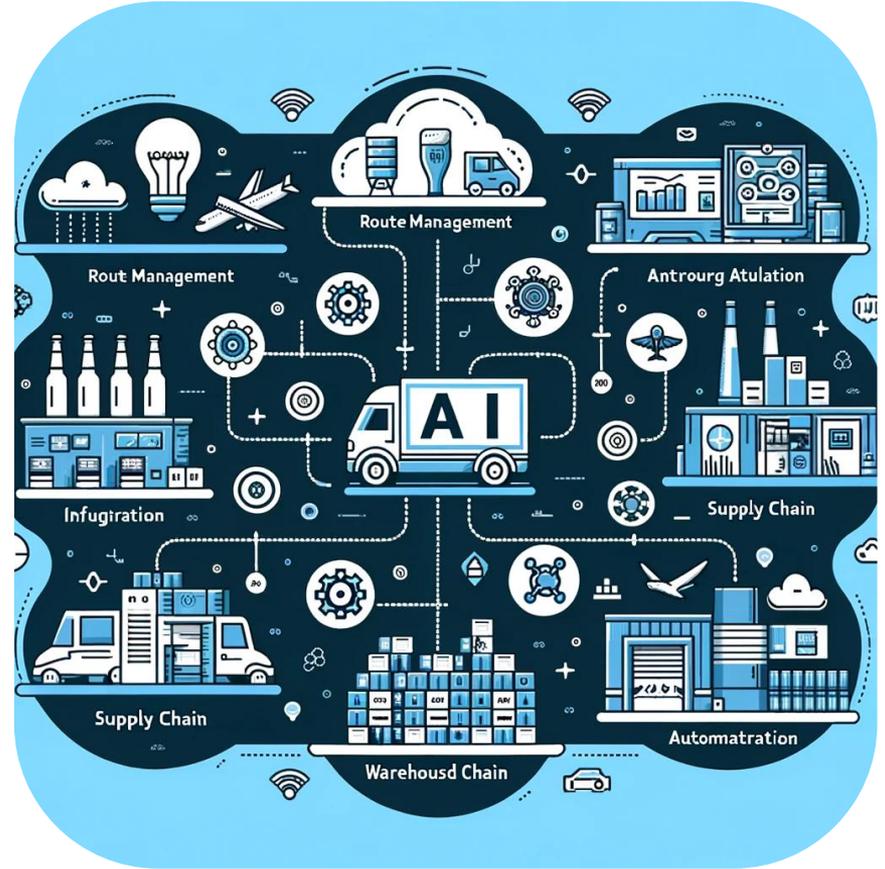
Simple Rule: No confidential information on free services

- Make data security top priority
- Know that employees are already leveraging AI tools
- Safeguard proprietary data from being used to train AI models
- Prioritize seamless integration with existing systems



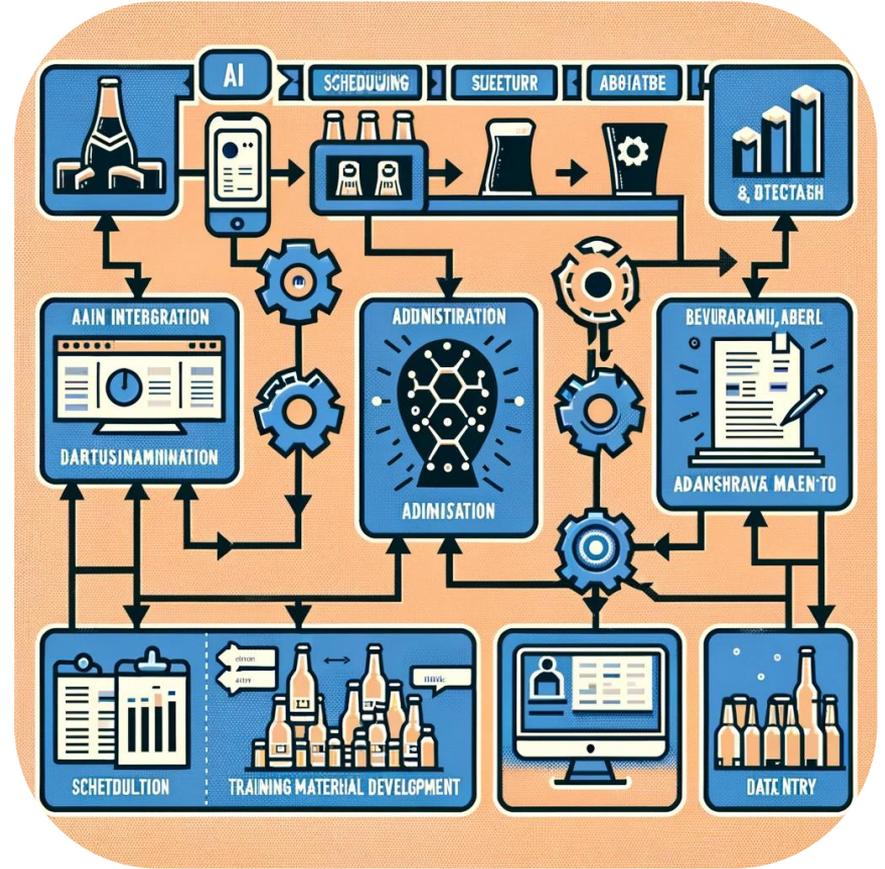
Our industry?

AI & Beverage

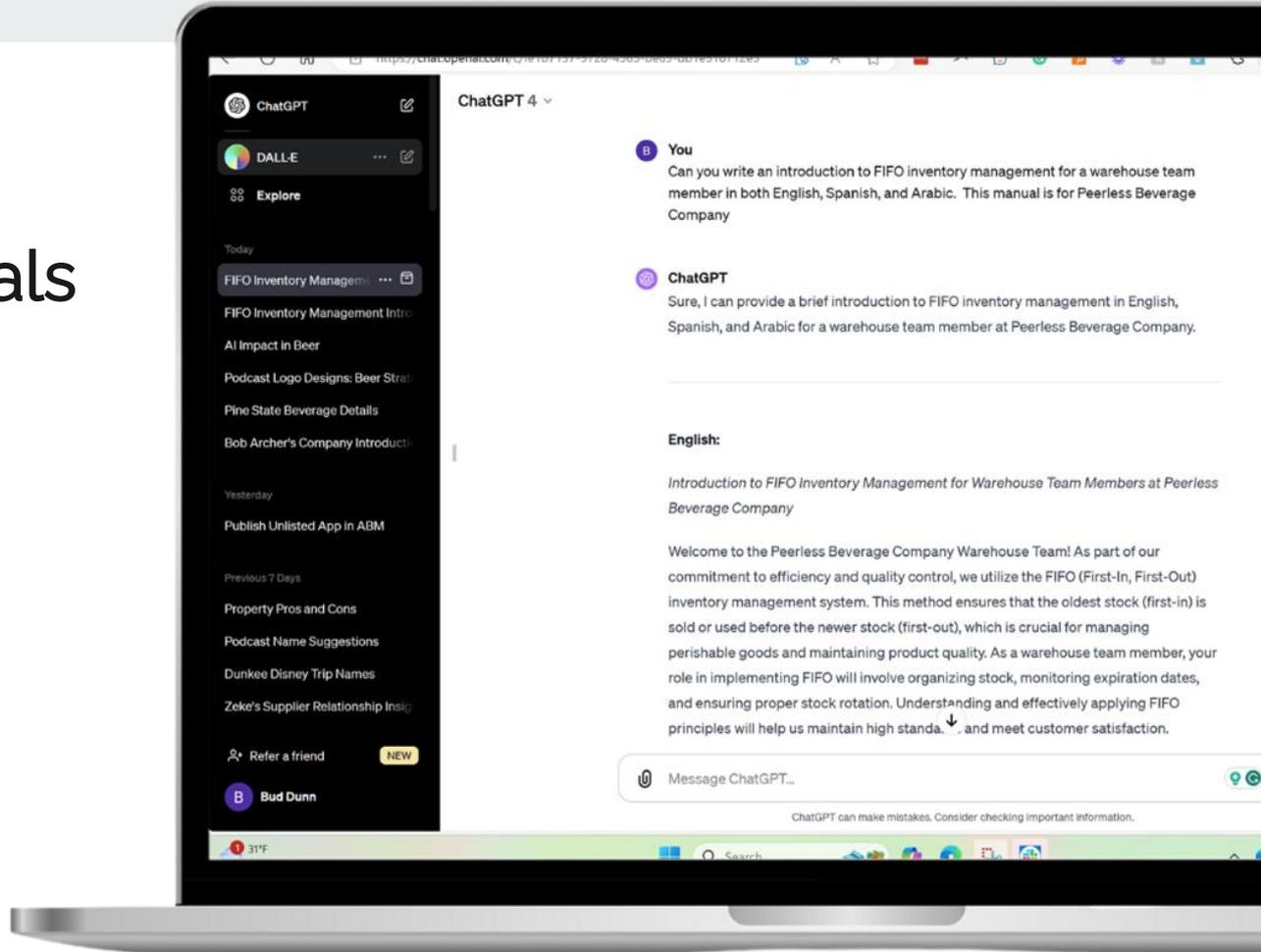


Administrative

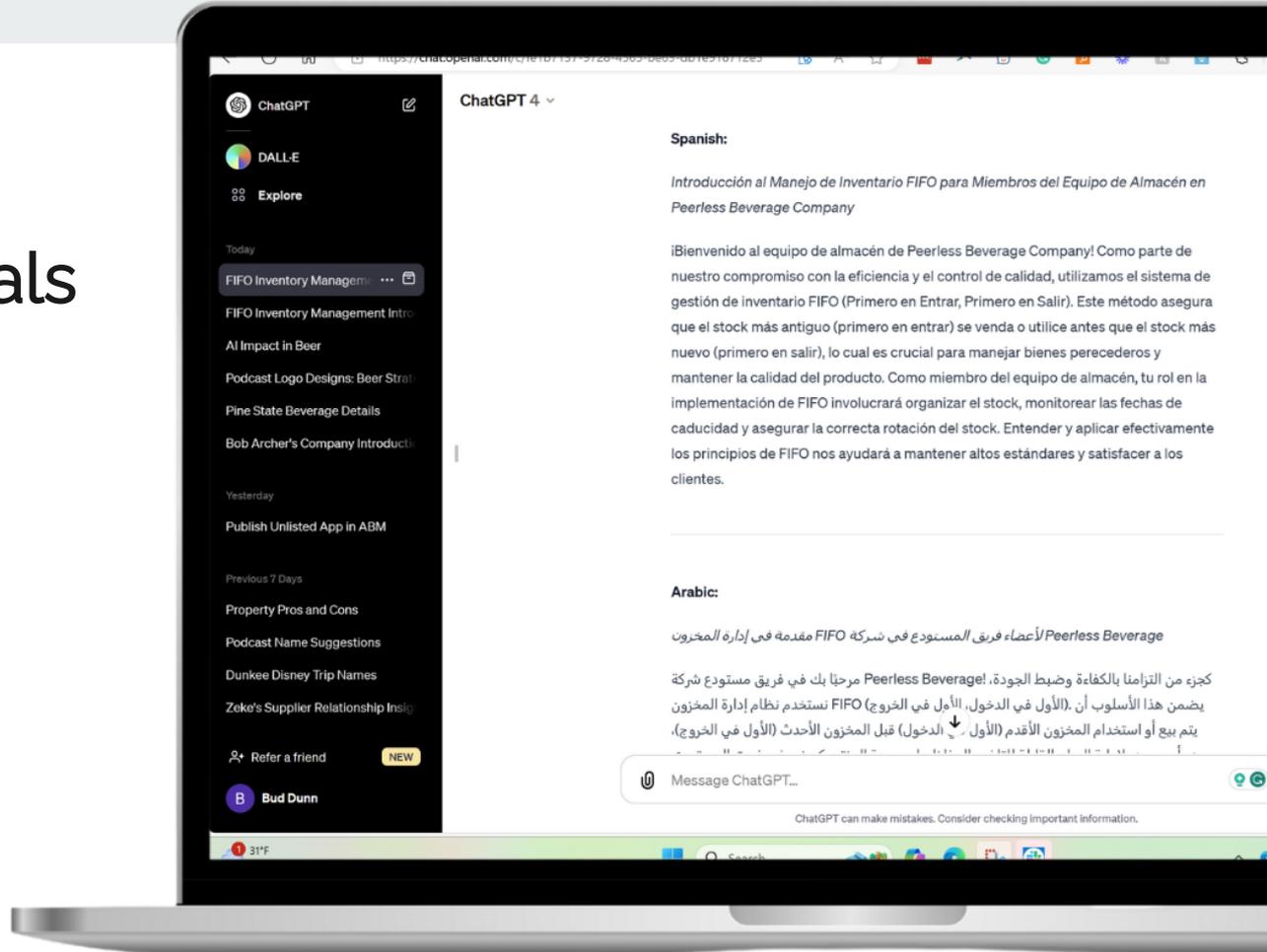
HR, Training, Staffing



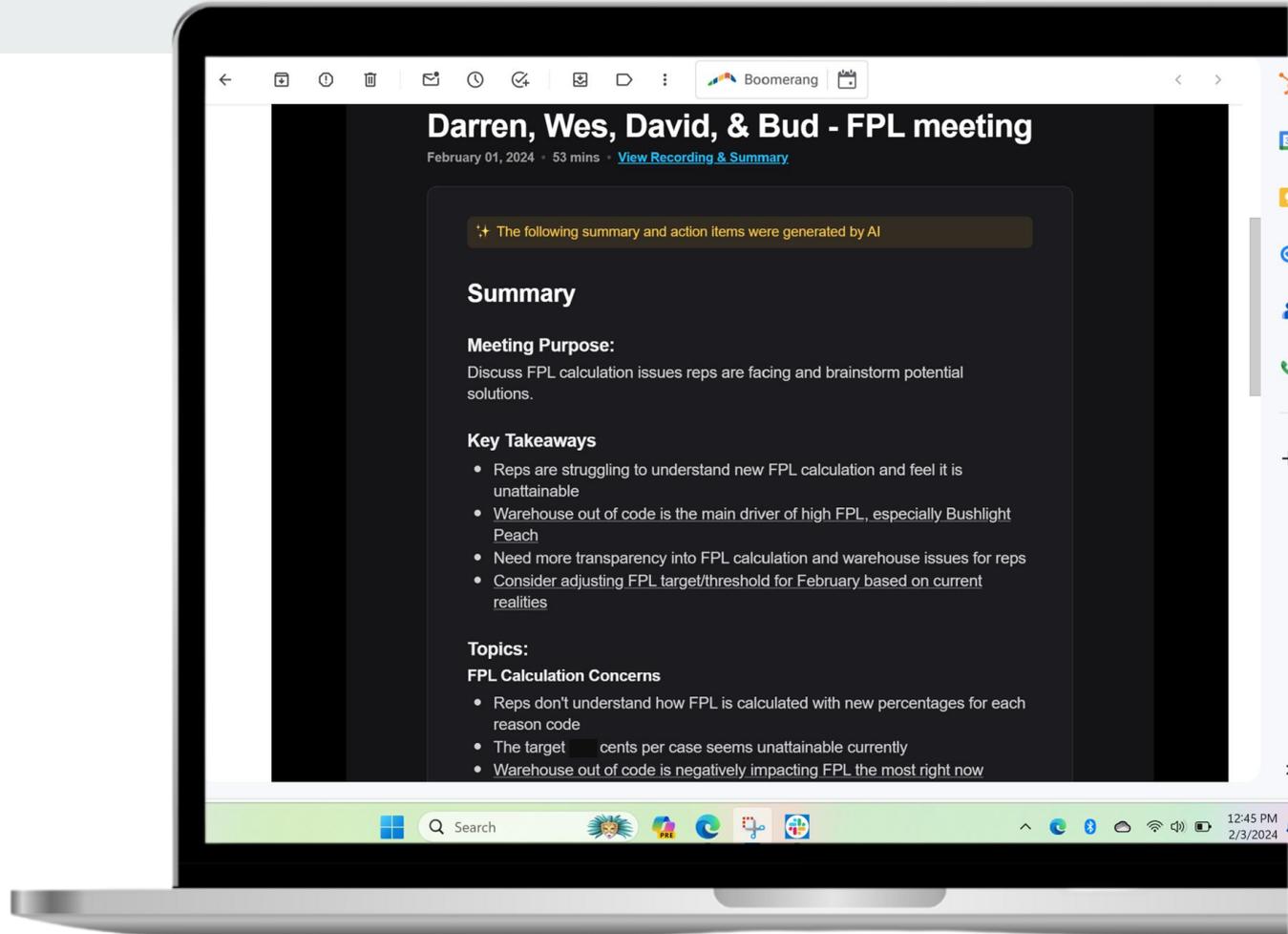
Training Manuals



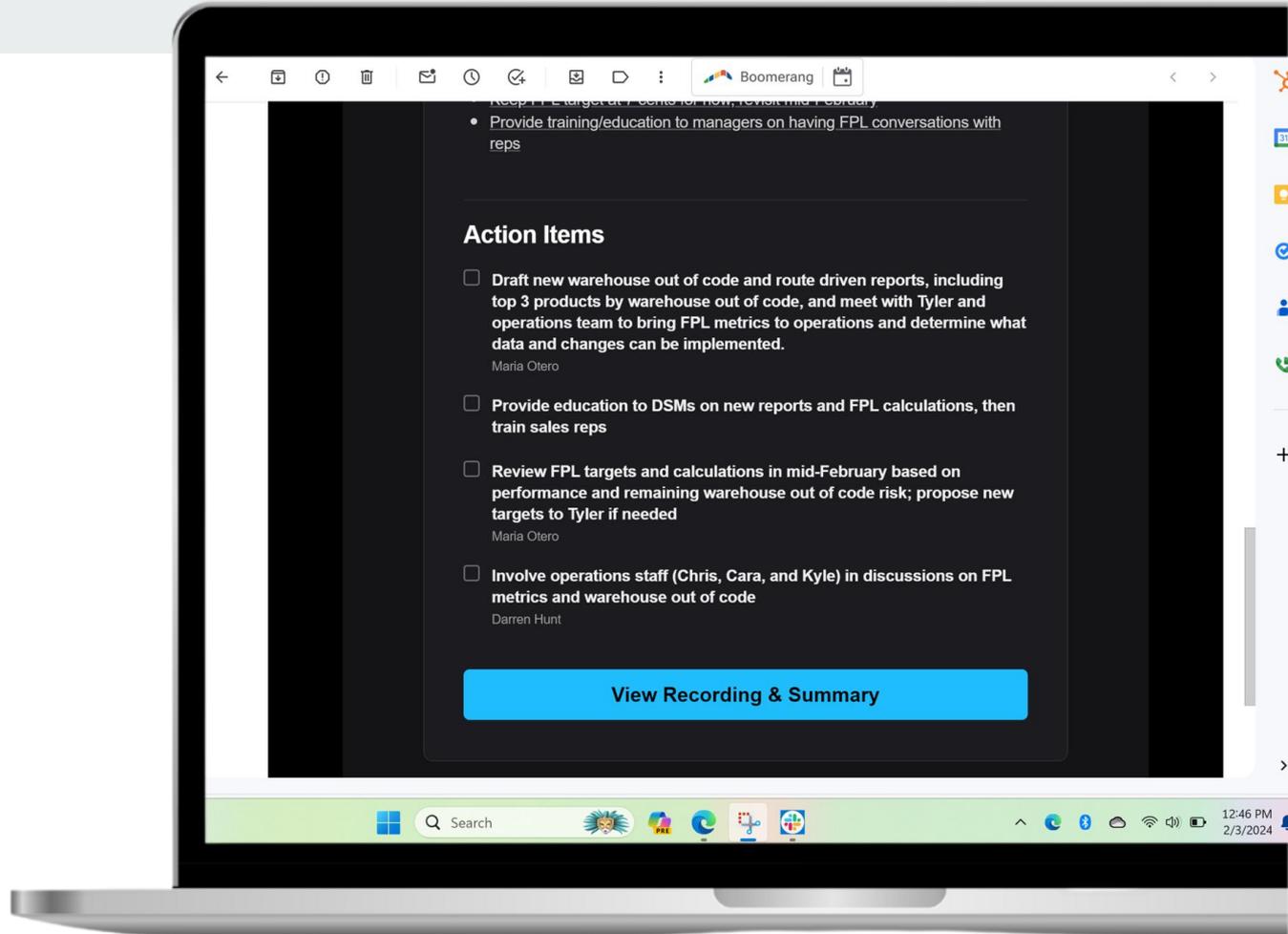
Training Manuals



Note Taking



Note Taking





Training Videos

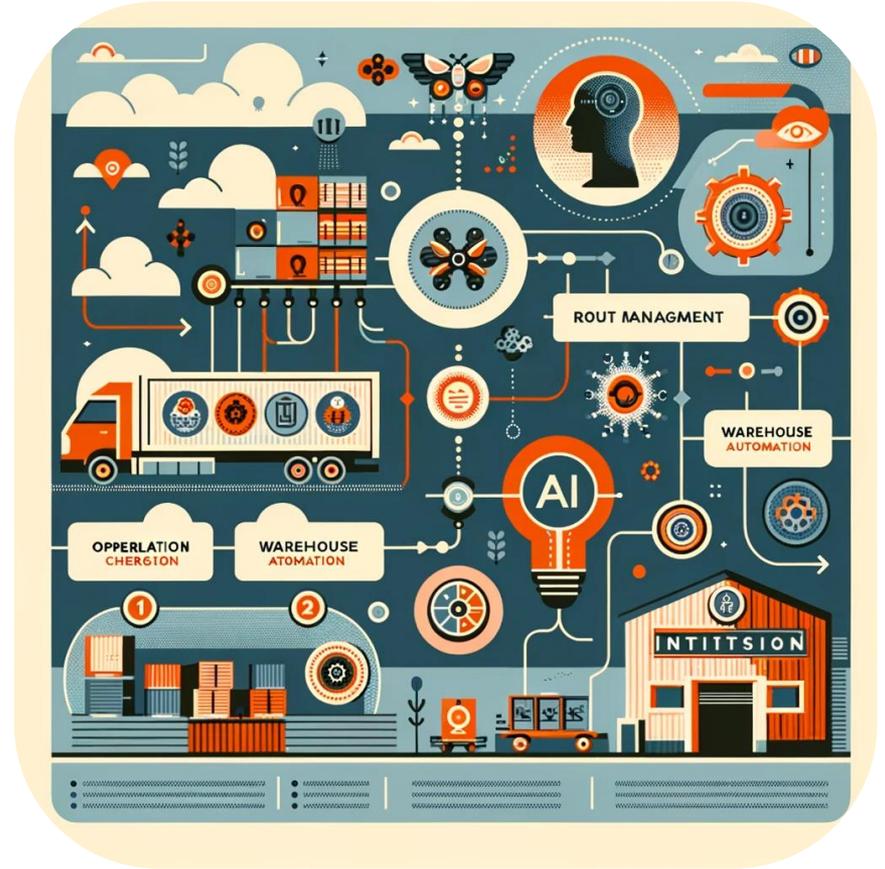
CHAMPION
BRANDS



 synthesis

Operations

RTM, Warehouse, Delivery



Autonomous Forklifts

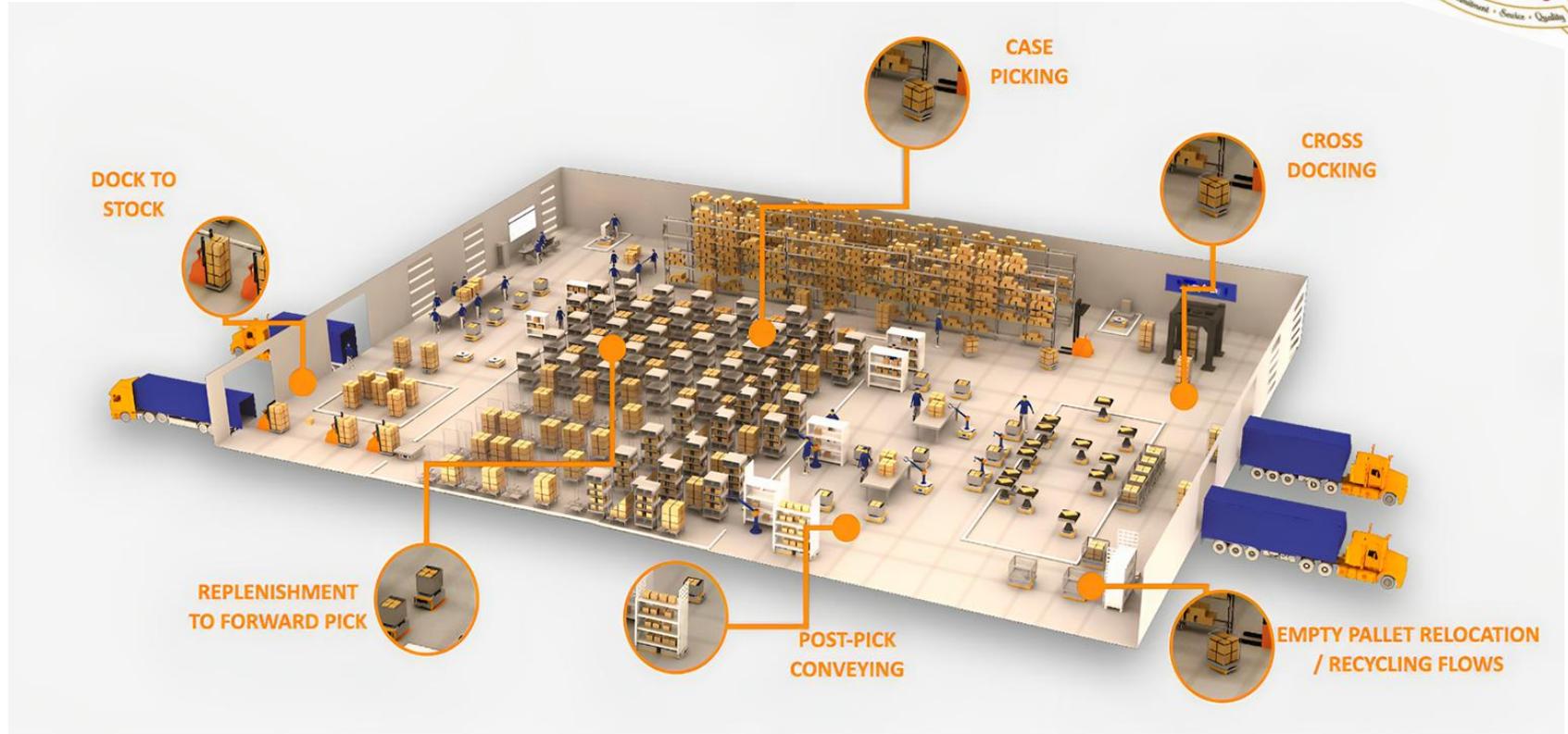


Ready: Now Year for unload and hauling; now for putaway and replenishment

- Leveraging existing hardware and creating new form factors fitted with lidar and camera technology
- Interprets the environment like humans being able to localize lifts and navigate dynamic environments
- Operates with human in the loop - Open dock doors, remove loadbars, and initiate the unload
- Initial focus has been on trailer unloading and loading and hauling pallets
- Future capabilities to be able to putaway and replenish/order fill pallets



New Picking Behaviors



Modular Scalable Fulfillment Technology

J. J. Taylor
COMPANIES, INC.

Ready: Now

- Robotics for storing and fulfilling tail items
- Size system storage and horsepower independently
- Highly redundant to minimize risk of downtime
- Operate in ambient or chilled environments



- Floor-based bin-to-person robot
- Highly reliable, easy to set up, operate and troubleshoot
- Surface requirements: good floor flatness, medium floor load

Modular Scalable Fulfillment Technology

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COMPANIES, INC.

Ready: Now



Autonomous Middle Mile Transport



Ready: 2-3 Year on a comparable cost; 3-5 years for lower cost

- Ideal for known routes
- Medium Box Trucks -> Tractor Trailer
- Lower Cost to Operate in Future State
- Provide High Service Levels by Dispatching Out of Stock Items



Sales

Volume, Profit, Loss





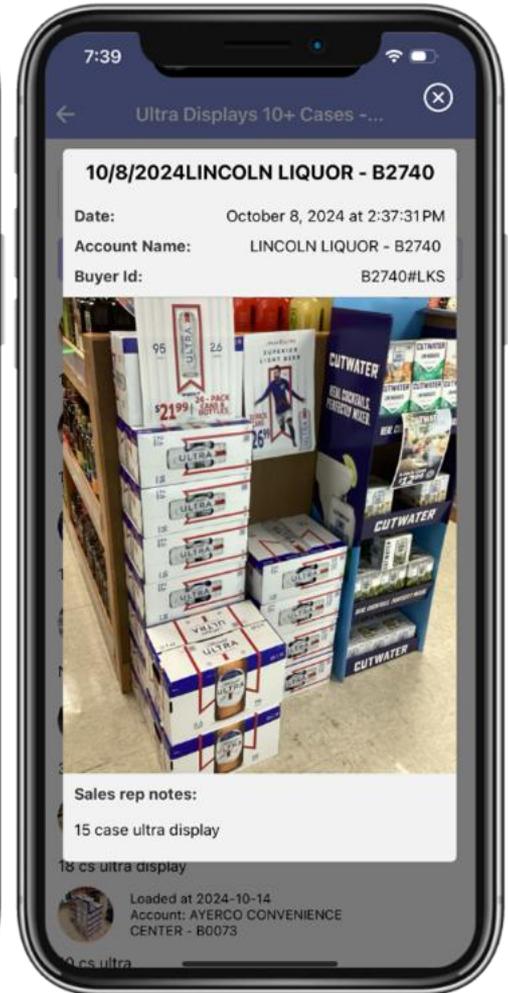
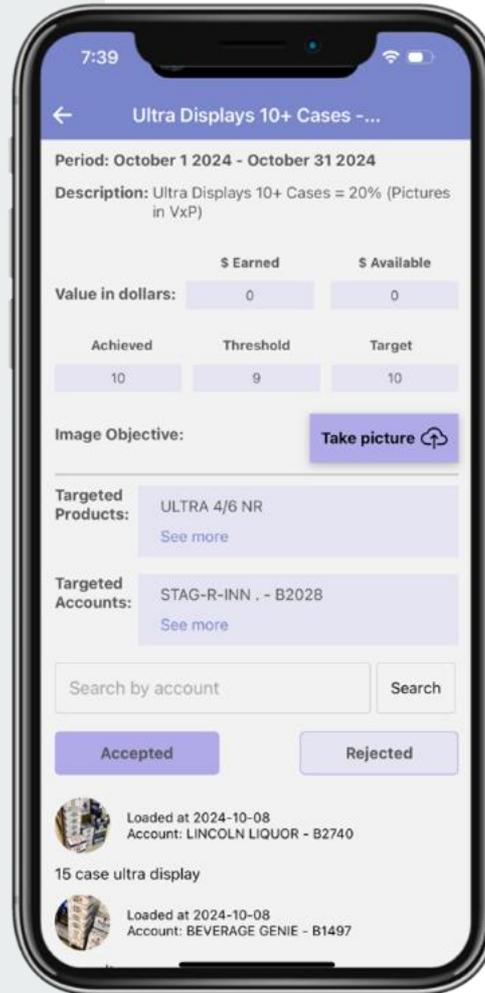
AI ordering -
Replenishment -
Online Ordering
Portals



Greater



Execution Meets Strategy





the answer now

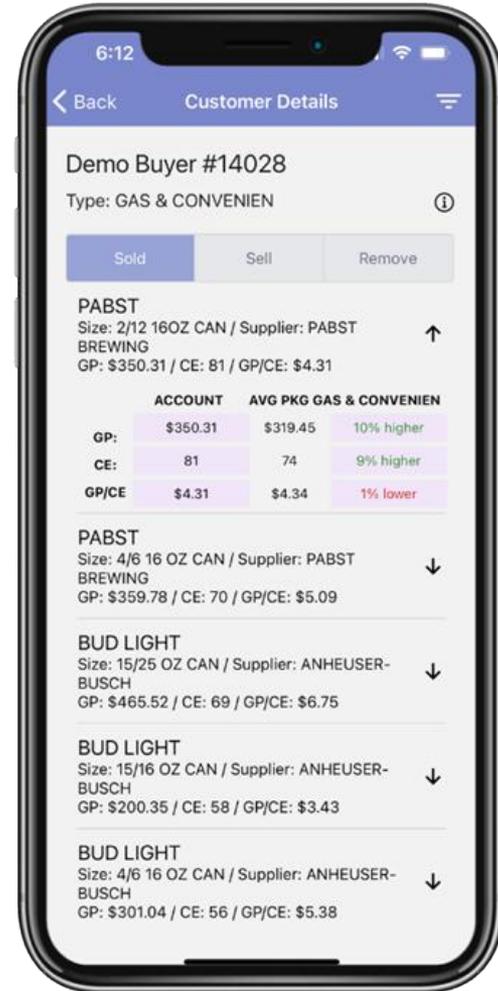
Talk to your data and find opportunities like you would talking to a team member



sales execution
AGENT

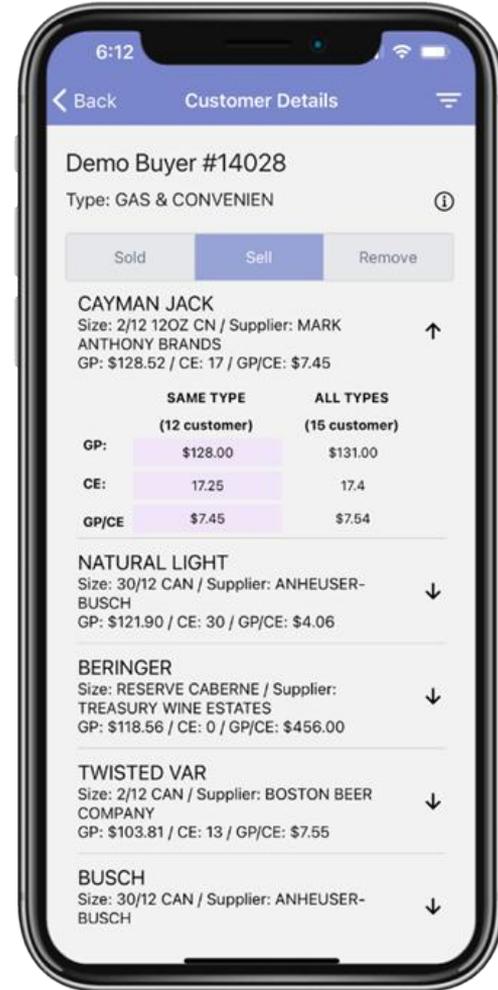
AI Placement Optimization

What are my best feature & display opportunities?



AI Recommended to Sell

What will sell in this account
based on similar accounts?



Future Team

Tomorrow's team will demand
these tools





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