

TEAM FROST & FOUND

The Cold Chain Execution Gap

Waddles the Penguin's journey to better availability



CONTRIBUTORS

Michael Coleman (Jones Dairy Farm) • Abby Lucchesi (Amy's Kitchen) • Brittney Ratto (PuraVida) •
Sam Ridenour (KBC Advisors) • Lucas Vaccaro (Advantage Solutions)

Special Thanks to Christine Colwell, formerly AWG

Waddles just wants his high-protein fish pops



31%

of shoppers who hit an out-of-stock item leave the store and buy it somewhere else — not just a different brand, a different retailer.

One empty shelf sends Waddles—and his basket—away



\$30B

Estimated annual cost of out-of-stocks
in the F&R Departments



BEST

Full collaboration + AI +
robotics



BETTER

AI-enhanced
communication



GOOD

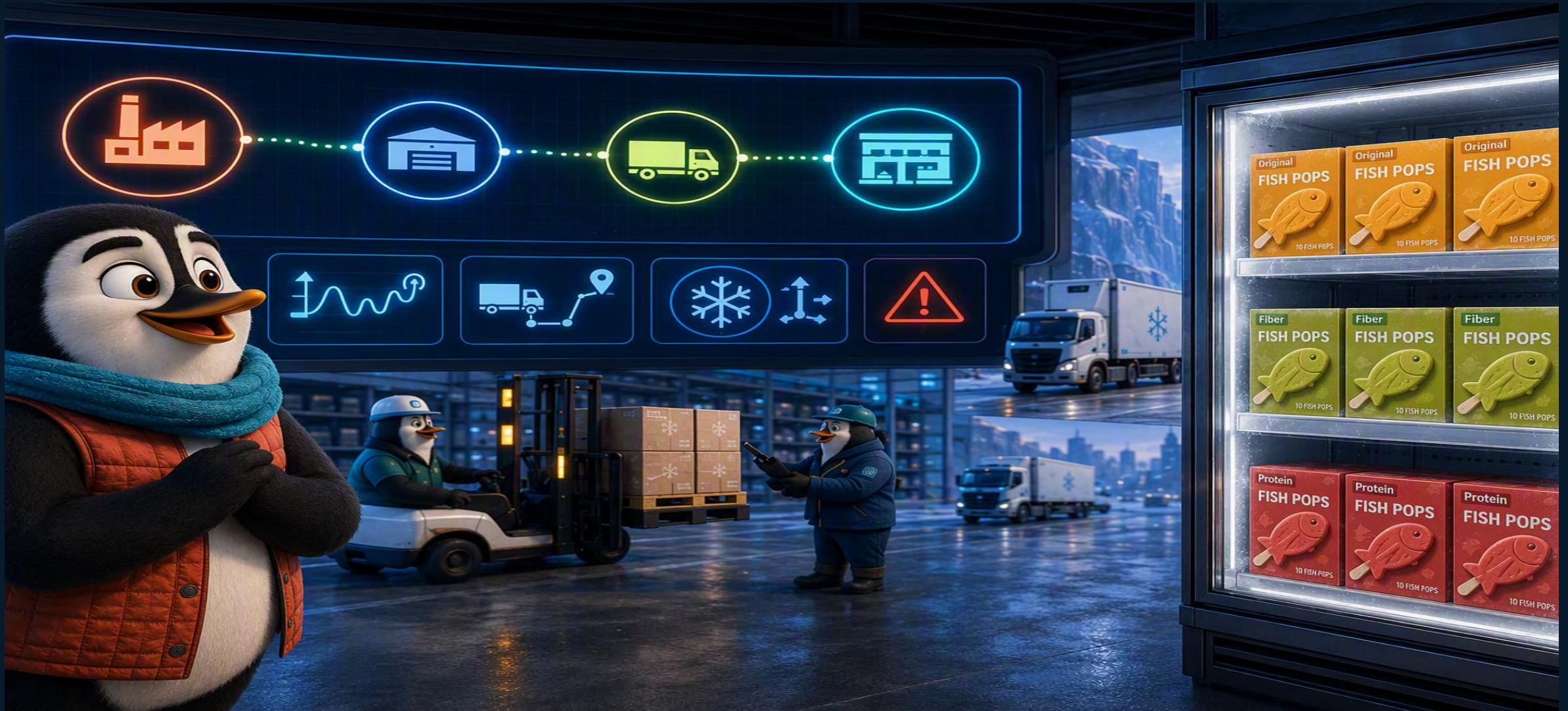
More collaboration



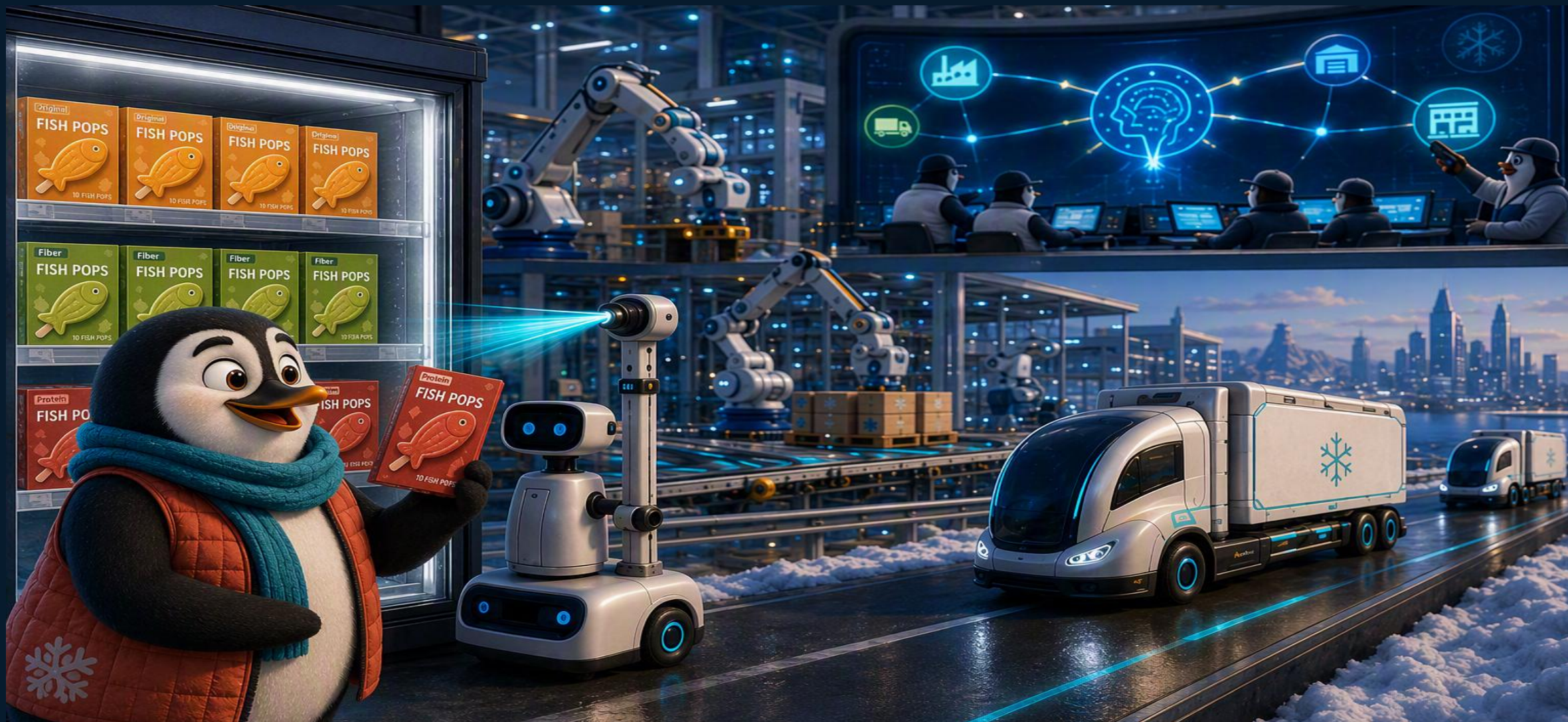
GOOD: Collaborate around one replenishment plan



BETTER: Predict the gap—and route the exception before it hits



BEST: Sense, decide, and act across the cold chain



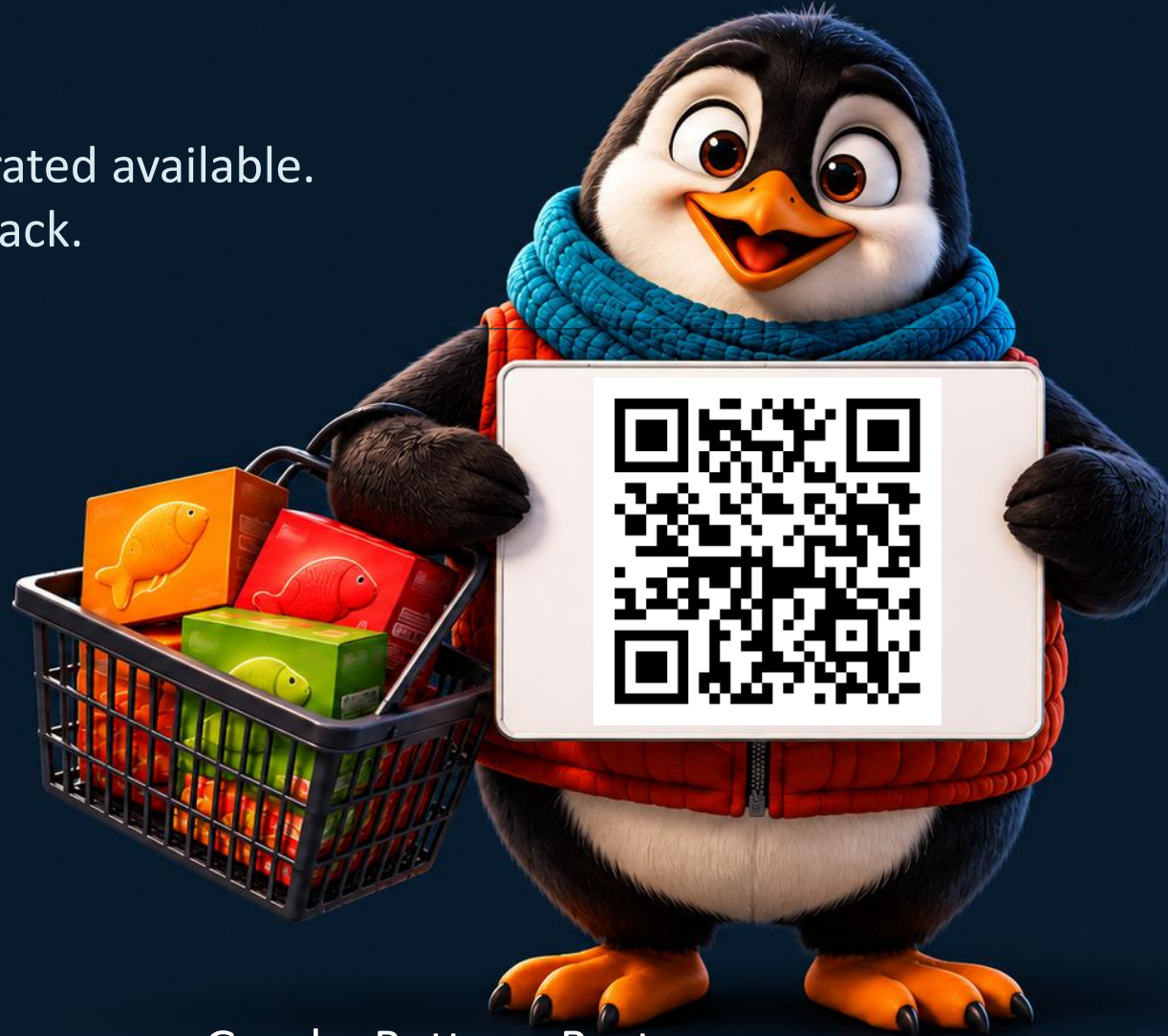
Waddles finds the product. Every team earns his trust.



Thank you

Keep frozen and refrigerated available.
Keep Waddles coming back.

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Good • Better • Best
Implementation Roadmaps

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