

Breweries, Restaurants, Central Warehouse Seamless Integration

In 2007, Brewerkz, Singapore's award-winning microbrewery restaurant started a journey to streamline and manage information flows and material flows across its chains of restaurants and breweries.

Being a brewery, one of the key requirements in the systems blueprint was the conformance to Singapore Customs criteria to have full track and trace visibility of the entire end to end process of beer brewing. From the time raw materials were received into the plants to the time a customer enjoys the first sip of the world-class beer in the restaurant, the entire manufacturing, storage and distribution process must be accurately tracked.

The partnership with Keyfields, who has domain expertise in Licensed Warehouse Management solutions, accelerated the entire integration project.

The project started with a detailed study of all information requirements from Singapore Customs, Brew Masters and Stakeholders supporting Restaurants, Finance and Warehouses.

A Central Warehouse model was designed to allow complete control and visibility of inventory in all breweries and restaurants. Replenishment of restaurant supplies became a hybrid of Push & Pull model and restaurant

inventory levels are managed Just-In-Time with efficient deliveries coming from the Central Warehouse only when they are needed.

The restaurants focus shifted from managing inventory to providing excellent food, beverages and service. The Central Warehouse and Breweries started to analyze information within the system to understand

demand and supply patterns to further improve in operational excellence. The physical warehouse was carefully 'zoned' to ensure that product profiles and storage locations are optimally managed given the thousands of stock-keeping-units that are in stock ranging from perishables to recyclable kegs that make their way from plant to restaurants in full load and returned empty.

"We are glad that we made Keyfields our solutions partner. Their approach of solving 'complex' supply chain issues with simple and practical solutions is the best we have seen. Their solutions also help drive our costs down and enable us to concentrate more on building a more efficient warehousing cum demand and supply model.

We will also be embarking on an RFID project involving the tracking and tracing of all our beer kegs. We are confident that Keyfields will once again deliver on their promise to help us benefit from the right use of technology and best practices."

Alfred Tham, Logistics Manager

