

## FRESH SOLUTION FOR FRESH PET FOOD

“ We are excited to partner with CoolR Group after a successful launch. Their innovative computer vision platform lets us deploy our reps based on inventory at each location, which will make a meaningful impact for sales. It’s one of the many ways that Freshpet is pushing to better serve the customer or retailer partner. ”

**Head of Assets at  
fresh pet food company**

## THE CHALLENGE

**A major fresh pet food brand** sells fresh dog and cat food from coolers in grocery and big-box retailers. Its products are loved by its customers, and they typically only feed their pets the brand’s products.

The brand wanted to devise a better way to understand when and how to deploy 3rd party merchandisers, in order to maximize product availability, as well as address other problems in the field, such as competitive products put into their coolers and missing product and price tags.

Sales and Operations teams wanted a solution that both pinpointed the location of potential issues AND created a system to manage those issues. CoolR partnered with the brand to meet the challenge.



## CONTACT US

If you would like to learn more about CoolR and the value we can bring to you, please reach out to [Sales@CoolRGroup.com](mailto:Sales@CoolRGroup.com).

