



CAMPARI

A **logistics**

cocktail for a **World** leader

World leader on the alcohol market (ranked sixth worldwide in terms of turnover), Campari produces, sells and distributes in Italy over 350,000 tonnes of aperitifs, liqueurs, sodas and mineral waters. In 1995, the Group decided to outsource its Italian logistics network. The company relies on different logistics operators running platforms or distribution centres in Italy.

Its partnership with Norbert Dentressangle began in 1997 with Cidem, and since 2001 has extended to the entire north-west region; the Campari warehouse in Stezzano, which is also used as a distribution platform for the whole of the central north, is the company's largest.

Since 2000, Campari has made various changes to its logistics structure: closure of 10 warehouses, scheduled development of deliveries direct from its plants, selection of logistics service providers according to type of product handled and channels serviced.

“Choosing Norbert Dentressangle, long-term logistics provider for Heineken, was a key part of the strategic decision which enabled us to significantly reduce our costs and improve our level of service”, states Donatella Rampinelli, director of the customer accounts department at Campari Italy (department which includes

all of the group's Supply Chain operations). *"The overlap between delivery of our products and those of Heineken is about 80 to 85%; our difficulties are also comparable – for example, the recovery of returnable glass. This allows for optimum use of capacities and resources, and has a big impact on all our distribution activities"*.

A constantly evolving partnership

The dynamic partnership between Campari and Norbert Dentressangle strives for ongoing improvement of the service and all logistics activities.

"This partnership never lacks innovation. I am happy to work with the Norbert Dentressangle team. We are continually intensifying our analysis of sectors that can still be improved. The main objective is to transfer all of our Company's secondary operations outside the production sites, to the nearest point at time of delivery".

The most recent project got underway in March 2004 and involved a storage and delivery system for all promotional products intended for distribution through the Horeca channel". Donatella Rampinelli adds, *"Previously, there were a lot of problems involved in the management of these non-coded products. Centralised stock management means the stock can be better controlled; the Norbert Dentressangle and Campari network makes restocking reliable and perpetuates promotional products intended for Campari's sales force"*.

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"Further, with the Internet delivery "tracking" system, Campari sales staff can view the delivery situation of their orders in real time".

Lastly, since January 2005, with enforcement of the standard CE 178/02, the traceability system for production batches, developed jointly by Campari and Norbert Dentressangle with a view to maintaining optimum efficiency of goods preparation operations, guarantees traceability of the whole Campari distribution line.

Today, Campari, which is quoted on the stock exchange, can count on the reliability and quality of Norbert Dentressangle services to confirm and maintain its leadership position in the production and sales of alcoholic and non-alcoholic beverages in Italy.

Growing turnover

The Campari Group, founded by Davide Campari in 1860, has a portfolio of products covering three different segments: alcohol, wine and sodas. Among these are the international brands such as Campari, SKYY Vodka, Cynar and Cinzano; local products such as Campari Soda, Campari Mixx, Crodino, Aperol, Aperol Soda, Sella & Mosca, Zedda Piras, Biancosarti, Barbieri, Enrico Serafino, Lemonsoda, Oransoda and Pelmosoda in Italie; Ouzo 12 in Greece and Germany; Dreher, Old Eight, Drury's and Liebfraumilch in Brazil; Gregson's in Uruguay; Riccadonna in Australia and New Zealand, and Mondoro in Russia. Campari also distributes products such as Grand Marnier, Glenfiddich, Grant's, Lipton Ice Tea.

The group's turnover in 2003 was 714 million euros (up 8% on 2002) and net profit was 80 million euros.

