



**SOCIEDAD CENTRAL
DE CERVEJAS**

**A thirst
for**

Success!



The no. 2 drinks company in Portugal, Sociedad Central de Cervejas (SCC), which belongs to British group Scottish & Newcastle, enjoys a strong local identity, with a development strategy and products that perfectly meet the expectations of the Portuguese society. Their supply chain is no exception: Norbert Dentressangle staff members have joined the SCC team to put in place services adapted to Portuguese products.

When SCC wants to create new products, it turns to the Portuguese: “*We’re looking for ideas in the company,*” explains Alberto da Ponte, Chairman and CEO of SCC. “*We organise meetings with our consumers, brainstorming sessions, etc. The customer inspires us.*” and the result is great commercial successes, such as Sagres Bohemia, an amber beer with malt and fruit aromas, or Formas Luso, a mineral water with cereals added to stop hunger. To transport its products, SCC also places the customer at the heart of its concerns.

A single Transport contact

“*The supply chain is a fundamental element*”, confirms Alberto Da Ponte.

that can be adapted with the seasons”, explains Giovanni Aprile, Development Director for Southern and Eastern Europe for the Norbert Dentressangle Group. A dedicated fleet is thus used by SCC, with the possibility of adding an additional fleet thanks to sub-contractors when activity peaks. In addition, “*our teams optimise the composition of trucks, so that a maximum number of products are delivered in a minimum amount of time*”, adds Giovanni Aprile.

Order engineering

EDI (Electronic Data Interchange) enables a direct link between the customer’s system and that of the Norbert Dentressangle Group. The order is transformed into a transport order and enables the Group to be in tune with the customer’s production and ordering system.

“Communication and dialogue, which we cultivate both at SCC and at Norbert Dentressangle, are the roots of our joint success.”

“*We owe it to ourselves to provide an impeccable service in order to encourage customer loyalty.*” So, to distribute its products nationally, SCC has chosen to optimise its service by replacing the current 40+ service providers they use to work with, to work only with the Norbert Dentressangle Group. Five people from the Group now work in co-operation with SCC staff. “*Communication and dialogue, which we cultivate both at SCC and at Norbert Dentressangle, are the bases for our joint success.*” and on a highly competitive market, SCC is an example: “*Over the last months, our customer satisfaction rate increased to reach 98%.*”

Seasonal products

With the four hottest months of the year (from May to August) representing 40% of SCC’s yearly turnover, it is essential to provide an optimum transport solution. “*To deal with the seasonal nature of the products, we have provided SCC with a vehicle fleet*

“*With Norbert Dentressangle, we share the same will to innovate*”, concludes Alberto da Ponte. “*For the Portuguese, a brand that is capable of launching an original product like Bohemia and of distributing it efficiently throughout the country like we do, is an effective brand.*”

Key figures

- *SCC products: beer 80%, water 15%, non-alcoholic beverages 5%.*
- *1,000 employees.*
- *7-8% growth in the last 4 years.*
- *Sagres holds 43% of beer market share.*
- *With 18%, Luso is the leader on the water market.*

