



Celtrino collaboration helps Gala to digitally transform their centralised fresh food distribution system

Established in 1998 and as one of Ireland's leading convenience retailers, Gala combines expertise from their head office with invaluable local knowledge, service and support for their 200 locally owned stores.

Gala stores are renowned throughout the country for their commitment to the local communities in which they operate.

Challenge

Gala wanted to establish a fully centralised fresh food system that would streamline their central distribution, allow their retailers avoid supply issues with fresh produce and also let those retailers become more efficient in terms of the complete ordering process.

To do this, Gala needed the expertise of a company who could help digitally transform their existing system - and as a result Celtrino became involved.

"Most of the fresh food suppliers were coming off the road so we had to have a solution for the retailers, we had to find a solution to be fully centralised for our fresh food otherwise we hit availability issues"

Audrey Kelly

Trading and Logistics Manager, Gala

Check out the video to see just how Celtrino used automated Supply Chain processes to enable Gala to effectively transform their central fresh food distribution system : [DIGITAL TRANSFORMATION](#)

Solution

Celtrino was the ideal choice for Gala in order to help automate a centralised system to give complete transactional visibility to Gala and also to reach an engaged retailer audience. Celtrino built and designed an automated solution throughout the entire Gala network and also continue to support the system in its present format. The resultant solution further offered the retailer a much greater access to a wide range of supplier products.

"The Celtrino system is really our product brochure for the Gala retailers, so we control what products go in which section, its very easy to use. The busy retailer doesn't have a lot of time to look at orders so they can see at a glance what they've got, what price it is and what RSP they should be selling at"

Gillian Wilson

Sales Director, Carroll Cuisine

Results

From ordering to delivery and further through to invoicing, in all of these aspects of the supply chain the Gala retailer has become much more able and efficient. The transformed system has also resulted in a reduction in the retailers administration work, a better management of their stock control and an increase in their margins. And from the suppliers side, the new system has proven to be quite easy to manage whilst it also allows for the addition of new products, with retailers able to order and receive items from them within 48 hours. But overall for Gala, the ability to have an automated system with all transactional data available at the click of a button has proven to be an essential component of their new central distribution model.

"We run reports that were designed by Celtrino, they summarise all the transactions that would have gone through for the previous month. Without the automation, I mean we could not use central distribution, it goes hand in hand. The system allows us to streamline and simplify what it is that's going on in the background"

Helen Oldridge

Financial Controller, Gala