

Brookshire Grocery Company

CIRCULAR PRINT: Gained 18% savings



OUR GOAL:

Develop programs that help cut costs and increase your business efficiencies. Through our strategic sourcing process, we evaluate all available alternatives to customize a program for you while driving the greatest savings.



RESULTS

18% savings plus additional savings

OVERVIEW

The Brookshire Grocery Company is based in Tyler, TX, with annual sales of \$2.08B. In 2011, Topco Indirect negotiated a five-year contract with RR Donnelley for circular print, achieving a 4.6% savings for all retailers in the program. In 2016, Brookshire's participated in an aggregated initiative with five other Topco members. Total volume was \$17M. The goal: to bring competition to the marketplace.

Brookshire's
food&pharmacy



STRATEGY

This was a great example of customized negotiations. Details of the program:

- Aggregated RFP vs. negotiated renewal
- Six members with a diverse number of current suppliers
- Variable contract details among the group of six retailers
- Invoice auditing required

RESULTS

The final award was made to Brookshire's incumbent

- 18% savings realized
- An early decision incentive reduced pricing 3 months sooner
- The program generated an additional 7% savings in 2016

We can duplicate these results for you!

Contact Lauren Tully, Associate Category Manager-Marketing, ltully@topco.com