



Executive Brief

Made to Order

The FreshIQ® platform offers a
turnkey solution to Made to
Order



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The demand for customization or Made to Order (MTO) food options has increased and given many food retailers the opportunity to grow sales and differentiate their business from the competition. MTO is one of the fastest-growing aisles and MTO items represent up to 15% of sales with the highest margins.

Key Benefits



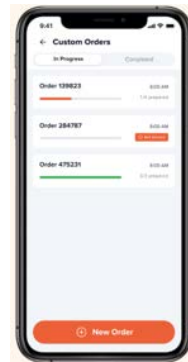
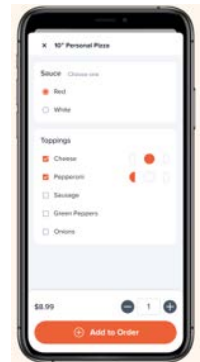
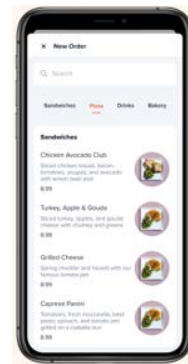
Visualize top selling MTO items

Many retailers struggle with managing MTO as the process is often manual with little visibility into ingredient inventory and replenishment.

The FreshIQ® platform offers a turnkey solution to Made to Order. One that seamlessly fits into store workflows, integrates with 3rd party systems (retailer app, Instacart, shipt, etc.), and provides near real-time inventory of ingredients.

Key Features of MTO:

- View open orders and their status and review previously completed orders
- Quickly log an order from your customers with their custom selections
- Provide OOS information to retailer and store to identify potential issues prior to production
- Know exactly what raw materials are being consumed for MTO products allowing more accurate ordering forecast
- Review bottom selling items and determine if they should be part of your offering
- Generate compliant nutrition labels
- Validate orders are being completed and on time



Ensure product was sold or wasted at the expected time



Increase sales through cross/up sale opportunities allowing for increased Gross Margin

**To learn more, contact us at 1-813-849-1818
or email sales@applieddatacorp.com**