
THE COMPANY

Welcome

Welcome to The Fresh Connection. Before you and your teammates save The Fresh Connection from certain ruin, it is useful to understand a bit more about the company and its supply chain.

Customers and products

The Fresh Connection is a producer of fruit juices. It provides a modest range of flavors in different pack sizes. It is delivered to a limited set of customers. The Fresh Connection supplies its customers directly. The delivery is made on the next day after the customer places an order.

Product storage and shelf life

The Fresh Connection products are stored on pallets in the finished goods warehouse. They stay there until a delivery is made, or until their shelf life has expired. The finished goods have, from the moment of production, a shelf life of 20 weeks. The customers claim a significant part of these 20 weeks, usually between 60 and 80%. This leaves The Fresh Connection with a total shelf life between 20 and 40% of these 20 weeks. In case the shelf life expires, the product will unfortunately have to be destroyed. The Fresh Connection does not have its own fleet to deliver to its customer's distribution centers and instead outsources the transportation to an extremely reliable partner.

The production process

The Fresh Connection manufactures all the products it sells itself. The fruit juices are mixed in a mixer and immediately after, they are bottled using a bottling line. Mixer and bottling line are part of The Fresh Connection's equipment. The pack sizes are bottled on the same line.

The components

A finished product consists of two main components – packaging and pulp (concentrated fruit juice). An extensive bill of materials lists what quantity of which component is used in a finished product (see the information tab). The formula - the fruit-pulp mix and additives that give the fruit juices their unique flavor – has been one of the most closely-guarded Fresh Connection secrets for over a century.

The suppliers

The components are purchased from suppliers. The packaging material is bought from local and regional suppliers. Pulp is acquired either from fruit traders or producers from across the globe. Each supplier has its own characteristics regarding for example price, lead time and reliability.

Component storage

The components that are delivered to The Fresh Connection cannot always be immediately used in production, that is why the company has a raw materials warehouse to store them. Packaging material is delivered on pallets and stored in this raw materials warehouse. The warehouse also holds fruit pulp, if it is delivered in drums or IBCs¹. The fruit pulp that arrives in tank trucks is pumped into a tank yard. The pulp has a restricted shelf life, and once expired the pulp will be destroyed..

Further reading

You now have an idea of how The Fresh Connection operates. We advise you to also read *The Mission*, where we explain what is expected from you and your team.

¹ Intermediate Bulk Containers; small tanks that hold 1,000 liters