

Case Studies

Ingredient Mixing

Business Objective

Food manufacturers, and others who are tackling mixing problems, seek to reduce costs and waste, and to efficiently manage their inventory levels. They also want to continuously improve their nutrition and product quality. Food and beverage manufacturers have reported that formula modifications have been critical for them to remain successful.



SimpleRose Solution

SimpleRose helps companies select the right ingredients from the right vendors at the right time. For instance, companies making granulated sugar can choose from an array of sugars to combine into their final product. The choices include cane sugar, beet sugar, and other sugars. Each of these ingredients can be sourced from various suppliers, each with their own costs, and in various amounts, each with their own limit on availability.

SimpleRose optimization supports decision making with regard to which suppliers to purchase from, when to purchase, and how much to purchase. Our optimization models take into account the strict nutritional requirements and product quality requirements that companies desire. Having the correct amount of the right of inventory increases a company's sustainability through reducing waste and improving their overall efficiency.