

## **Brown Bottling Group Credits HighJump Direct Store Delivery Solutions for PCNA Award and Ongoing Business Growth**

HighJump Software, a 3M company, a global provider of supply chain execution solutions, today announced that Brown Bottling Group has improved operational efficiency and increased sales with its direct store delivery (DSD) solutions from HighJump Software. Brown Bottling, a Pepsi distributor and HighJump Software client since 1980, is a leader in adopting cutting-edge technology solutions. In fact, the company credits its HighJump solutions for playing a key role in its recent accolade as Pepsi-Cola North America's Donald M. Kendall Bottler of the Year.

Brown Bottling uses HighJump route accounting as the backbone of their order-to-cash process. In addition, the company leverages HighJump solutions for the management of inventory, load building, vending, mobile presales and delivery and Pepsi-Cola North America (PCNA) compliance initiatives. The franchise's four-year per-capita growth is the highest within the PCNA system. The company distributes Pepsi-Cola and Cadbury Beverages, including soft drinks, juices, sport drinks, water, and tea. It serves Mississippi via 40 presale routes and 50 delivery routes from five distribution centers.

Brown Bottling's HighJump solutions have streamlined operations from the back office to the distribution center all the way to its customers' store shelves. The company has improved efficiency and increased productivity, thereby reducing labor needs. In addition, the company has improved inventory accuracy to 99 percent, eliminating physical audits. The company's HighJump solutions have also helped it boost sales and increase productivity in the field.

"HighJump technology has been an integral component of our operations for the past 25 years," said Angie Smith, IT Manager, Brown Bottling Group. "Our strong relationship with HighJump Software coupled with its leading-edge direct store delivery software have been a winning combination for us, allowing us to stay ahead of the competition and grow our business."

"Brown Bottling is a clear leader amongst its peers, with impressive growth and industry recognition," said Joel Levinson, president, HighJump Software. "We're proud to have played a role in the company's achievements and look forward to many more years of working together."

### **About Brown Bottling**

Brown Bottling Group is a franchise distributor for Pepsi-Cola and Cadbury Beverages. It represents the top-selling products in virtually every category of the beverage industry across soft drinks, juices, sport drinks, water, and tea.

### **About HighJump Software, a 3M Company**

Forward-thinking companies entrust HighJump Software to power their supply chains. HighJump Software simplifies the art and business of creating, selling and moving products across global networks. Building upon 3M's history of innovation, HighJump Software helps more than 1,300 clients worldwide drive growth and manage change. [www.highjump.com](http://www.highjump.com)

### **About 3M**

A recognized leader in research and development, 3M produces thousands of innovative products for dozens of diverse markets. 3M's core strength is applying its more than 40 distinct technology platforms – often in combination – to a wide array of customer needs. With \$23 billion in sales, 3M employs 75,000 people worldwide and has operations in more than 60 countries.

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