

CUSTOMER SUCCESS STORY

Calimax cuts the daily order scramble with Andina Foods

CUSTOMER Calimax	INDUSTRY Regional convenience and supermarket chain
REGION Baja California and Sonora	RELATIONSHIP WITH ANDINA Daily replenishment — beverages, snacks, packaged staples

The challenge

Calimax stores live and die on “on-the-go” purchases. A shopper wants a drink, a snack, the basics — and they want them in stock, now. That puts constant pressure on replenishment.

With locations spread along the peninsula, Calimax’s buyers were managing a high cadence of small, frequent orders. Each store had its own rhythm, and the order desk was the bottleneck. Orders arrived in different formats, got keyed in by hand, and during busy stretches some simply waited.

The cost wasn’t dramatic on any single day. It was the slow drip: a snack line out of stock by Friday afternoon, a beverage SKU that didn’t make the truck, a buyer spending the morning confirming instead of planning.

What they needed

- A faster path from “order placed” to “order confirmed”
- Less manual handling of high-frequency, low-line-count orders
- Visibility into what’s pending and what’s stuck
- Consistency across a spread-out store network

Working with Andina

Andina took the friction out of the daily cycle. Calimax’s frequent orders now move through quickly and predictably, however they’re sent. The team isn’t re-typing the same order patterns every morning.

When something needs a human — a substitution, a quantity question — it surfaces in a clear queue instead of getting lost in a thread. Calimax’s buyers can see order status without picking up the phone, which freed them to actually manage their shelves.

The results

- **Faster confirmation**
On high-frequency daily orders
- **Fewer stockouts**
On fast-moving snack and beverage lines
- **Clearer visibility**
Into pending and flagged orders
- **Order-desk time shifted**
From re-keying to planning

Our business is convenience — if it’s not on the shelf, we’ve lost the sale. Andina keeps the daily orders moving without the back-and-forth we used to deal with. We spend less time confirming and more time making sure the right products are in the right stores.

Operations Lead
Calimax