AGR

CUSTOMER STORY · RETAIL

Søstrene Grene scales replenishment across 400+ stores

More than 400 stores. Nineteen European markets. One shared, data-driven approach to planning.



400+ stores

19 European markets

100m+ customer visits a year

97% average warehouse availability, 2025

ABOUT SØSTRENE GRENE

Søstrene Grene is a family-owned Danish retail chain with more than 50 years of history. The company now operates more than 400 stores in 19 European markets and welcomes more than 100 million customer visits each year. Rapid expansion has increased the demands on inventory planning, store replenishment and distribution.

A SHARED VIEW OF PERFORMANCE

Christopher Koch, Demand Planning Manager, oversees end-to-end supply chain planning, from inventory through to store replenishment. He has been closely involved with the AGR retail replenishment solution since its introduction in 2021.

For his team, a major benefit is having a common language for planning: headquarters, retail teams and store managers can discuss decisions using the same performance data rather than relying on instinct.



THE STORY AT A GLANCE

PROBLEM Planning for rapid growth

A growing store network, a new ERP system and a second distribution centre added complexity to an already demanding supply chain. Søstrene Grene needed to keep replenishment aligned with each store's actual demand while maintaining visibility across the business.

SOLUTION Store-level replenishment informed by data

AGR uses actual store performance to support weekly order suggestions for more than 400 stores. Central planning teams and stores work from shared information, while Søstrene Grene continues to refine its processes as the business expands.

RESULT More aligned planning and a stable flow of goods

Søstrene Grene reports more data-driven decisions, closer alignment between headquarters and stores, and a more stable supply chain flow. In 2025, it achieved 97% average warehouse availability for stock items. This is a warehouse-level measure, not store-shelf availability.

The benefits of AGR

Replenishment that reflects each store's needs

Each store receives weekly order suggestions based on actual performance. This helps the team align replenishment with local demand and supports Søstrene Grene's hybrid push-and-pull approach. Using data from across the network gives planners a clearer basis for decisions as store numbers continue to rise.

More time for customers

Much of the replenishment process is managed centrally, while stores retain visibility into their performance and suggested orders. Søstrene Grene says this helps reduce the time store teams spend on replenishment work, allowing them to focus more attention on customers.

Greater coordination as operations change

The retailer introduced a new ERP system and opened an additional distribution centre in the Netherlands alongside its Danish operation. Søstrene Grene worked closely with AGR during these changes to adapt planning processes and manage the more complex flow of goods across two distribution centres.

A stronger foundation for availability

Linking order suggestions to actual store needs has helped create a more stable flow through the supply chain. The company reported average warehouse availability of 97% for stock items in 2025, an important measure for the essential range it wants to supply to its stores.



> "We now have a lot more stable flow of goods, which also means that we have a better chance to navigate the whole supply chain flow."

Christopher Koch
Demand Planning Manager, Søstrene Grene

NEXT

Planning for the next stage of growth

Søstrene Grene continues to expand, opening new stores and developing its supply chain. AGR remains part of that journey. Koch describes an ongoing dialogue with AGR about improving the system and making better use of the data already available, so the planning process can evolve with the business.

Key takeaway: AGR helps Søstrene Grene turn store performance into practical replenishment decisions, align teams around shared information and manage increasing supply chain complexity as it grows.