

About HAVI



Unleash the Power of Your Supply Chain

Supply chains are complex and interconnected structures essential to the success of any company - and you want and need more from yours. HAVI's expertise and experience in marketing analytics, packaging, supply chain management and logistics help you address supply chain challenges big and small, from commodity to customer and through end-of life.

We offer data-based insights and services that combine a strategic, long-term view with an unmatched commitment to execution. By making connections across the supply chain that no other company can, we help you transform the way you deliver your value to the world, one challenge and opportunity at a time.

Marketing Analytics

We use advanced analytics to transform data into actionable recommendations that take the guesswork out of planning your marketing activity to drive top and bottom line growth.

- ➔ HAVI's accuracy rate on new item forecasts is 84% compared to the industry average of 66%.



Packaging

We provide strategic and operational expertise to ensure that your packaging supports the optimal movement of your products through the supply chain.

- ➔ We design, source and deliver more than US\$3 billion in packaging each year.
- ➔ This represents more than 100 billion items to nearly 50,000 outlets.



Supply Chain Management

We craft and deliver planning, optimization, sourcing, and analytics solutions and tools to transform your supply chain into a cost-efficient growth enabler.

- ➔ We produce 3.6 billion forecasts each day to support more than 16,500 U.S. restaurants.
- ➔ We forecast demand for and move more than 1.5 billion premiums annually across the globe.



Logistics

We offer expertise in procurement, warehousing, distribution and freight management, mastering the big and small things to get the right products to the right place - on time and at the right temperature.

- ➔ We make more than 3 million deliveries to 20,000 delivery points in 47 countries in Europe and Asia each year.



Making Connections Across the Supply Chain

Supply chain issues can be difficult to diagnose, and actions can have unforeseen consequences. HAVI understands these connections and puts that knowledge to work for you.



Quality/Safety

We master the details, no matter the size or scope of your challenge, to ensure that your customers receive your products at the highest levels of quality and safety.



Sustainability

Green and sustainable practices build your brand and drive efficiency. We can help you set and achieve sustainability goals that are right for your organization.



Analytics

Effective use of data can be a powerful driver of business performance. We use analytics to create insights that help you meet the expectations of your customers and better manage your supply chain.



Innovation

We challenge ourselves and you to apply innovative practices across your supply chain to drive performance and efficiency. In addition, through our partnerships, we assist in nurturing new technology that can make a difference to your customers.

Who We Are

HAVI is a global, privately owned company focused on innovating, optimizing and managing the supply chains of leading brands. We were founded in 1974 when Ted Perlman and Bob Rocque entered into a “handshake” agreement to meet the supply needs of McDonald’s restaurants in the Chicago metropolitan area. Our name HAVI was first used in 1976 and was derived from the founders’ wives first names: Harriette and Vivian.

Over the past 40 years, HAVI has grown in size, global reach and breadth of services and customers served. In addition to our in-depth experience in food service, we also serve customers in the convenience, catering, consumer packaged goods, retail and other industries.

HAVI’s supply chain services are complemented by the customer engagement and product services offered by our affiliated company, The Marketing Store.

- **Founded in 1974**
- **Employs more than 10,000 people**
- **Serve customers in over 100 countries**

