

**CASE STUDY:  
GEORGIAN BAY SPIRIT CO™**

## A business benefit:

By leveraging Last Call Analytics, Georgian Bay Spirit Co™ achieves clear insight into national product performance to develop a successful business strategy



*Last Call Analytics has empowered the Georgian Bay Spirit Co™ management and sales teams to make confident business decisions, from planning sales routes to reporting.*

## CLIENT OVERVIEW

After the successful launch of Georgian Bay Gin® and Georgian Bay Vodka™, friends and business partners Denzil Wadds and Tim Keenleyside turned their attention to cocktails. At the time, they noticed a lack of premium, craft, ready-to-drink beverages in the marketplace. The idea of making craft cocktails in a can, mixed with Georgian Bay spirits and natural ingredients, was born. Their first canned beverage, The Original Georgian Bay Gin Smash™, was a huge success. Georgian Bay Spirit Co™ now produces a wide range of award-winning, locally crafted, awesome tasting, not-too-sweet, craft cocktails in a can.

For more information about Georgian Bay Spirit Co™, visit [georgianbayspiritco.com](http://georgianbayspiritco.com)

## BUSINESS CHALLENGE

The Georgian Bay Spirit Co™ Team had access to various Canadian beverage alcohol data but struggled to use their current platform due to insufficient user interface and accessibility.

As a newcomer to the highly competitive RTD category, it was vital for Georgian Bay to gain insight into the competitive landscape. Being a leaner team, they sought an intuitive easy-to-use tool that didn't require a lot of time or coding on their end and would allow them to focus on business strategy.



## ABOUT LAST CALL ANALYTICS

Last Call Analytics is a powerful sales data analytics and visualization platform that empowers frontline sales teams and managers to identify opportunities to improve sales and profitability. The platform has become a key tool for retail operations teams in the beverage alcohol and cannabis industries.

*"Last Call Analytics is engrained in our culture at Georgian Bay. The daily inventory email is the most favorite and most hated email we get each day. With simple, easy-to-understand takeaways and insights like those, we can stay on top of our business through just a few clicks a day."*

*-John Robinson, Head of Marketing and Sales at Georgian Bay Spirit Co.*

## THE COVID-19 IMPACT

Due to the Covid-19 pandemic, sales representatives could not be in stores, leaving a potential gap in knowledge and relationship building. However, with Last Call Analytics, Georgian Bay Territory Sales Managers were able to have insight into store-level activity and ultimately remain competitive in the RTD category.

## THE WINNING SOLUTION

Georgian Bay Spirit Co™ selected Last Call Analytics based on its user-friendly interface, quick reports, CRM functions, and affordability. Since using Last Call Analytics, Georgian Bay has developed new sales protocols and processes based on the daily information provided by the platform, even hiring new Georgian Bay Territory Sales Managers to fill gaps revealed via the platform.

The Georgian Bay team has been able to work closely with the Last Call Analytics support team to customize the exact dashboard they need to get the best insights into their unique business.

Each day, Georgian Bay Territory Sales Managers use Last Call's daily emails to plan their day, using the platform's alerts to identify priority accounts, stockouts, promotional successes, and more.

With the Georgian Bay Territory Sales Managers now primarily managing their own days, Georgian Bay management can focus on analytics, consumer trends, and overall business health, all derived from the Last Call Analytics platform.

In addition, The Last Call Analytics platform has allowed the Georgian Bay team to quickly pull daily and weekly reports by province, giving them a clear picture of national sales and allowing them to make quick changes and pivots in real-time.

### KEY BUSINESS BENEFITS FOR GEORGIAN BAY SPIRIT CO INCLUDE:

- Data-driven decision making
- Straightforward metrics
- Efficient and streamlined reporting
- Return on investment
- Eliminated stock-outs
- Actionable planning insights
- Customization and adaptation of the dashboard for unique business needs