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San Diego, CA. March 27th, 2020.

To whom it may concern,

Chosen Foods is a company that distributes products mainly produced from avocado oil such as pure avocado oil, mayos, dressings and sauces which use avocado oil as their main ingredient. We strive to provide our customers with truly nourishing products that sustain wellness.

As a CPG company, trade promotion is an important task to be able to reach and attract our final consumers. As part of our digital transformation goals, in mid-2019 we acquired and began to implement Flamingo software from Adesso, but this effort was left in an incomplete stage. Well aware that we needed to address the situation, we chose to work with London Consulting Group (LCG) beginning on December 2019 to help us analyze and re-define the trade promotions management process as a whole and support it with the software.


First, LCG performed an assessment of our operations affecting trade promotions where they identified our opportunity areas and misalignments. They also identified the stage where the software was at and the necessary steps to fully implement it.

Then, throughout the project phase, their hands-on approach and systematic methods helped us develop clear processes with accountability. Once the process was clear the next step was to ensure compatibility with the software and work with Adesso to get it up and running. Besides the process improvement and software configuration, LCG helped us with training and implementation support.

LCG worked together with our leaders to understand the operations, adjust them and make necessary changes to ensure accurate trade promotions management.

Working with LCG for the last 5 months has been a truly enriching experience for us. We are certain that their knowledgeable team will be of great benefit to any company seeking process improvement and alignment with software or tools. We would surely consider continuing our relationship with LCG for their help and guidance in other projects and initiatives that might come our way.

Sincerely,



Gabriel Perez Krieb
CEO



Thomas Huls
VP of Sales

THE AVOCADO, CELEBRATED!