

Five Areas To Apply AI in Your Food and Beverage Operation



96% of food and beverage companies in the UK and Ireland are **exploring or implementing an artificial intelligence (AI)** strategy. Yet many organisations are still unsure how to harness its full potential.

New research by Aptean has identified **five key areas where manufacturers can successfully apply AI** to drive tangible business improvements:

1. Supply Chain and Logistics

From production planning to inventory management and quality control, AI is enhancing how manufacturers manage supply chain operations and ensure product consistency.

2. Data Analysis

AI's advanced analytics capabilities help food and beverage manufacturers identify market trends and make data-driven decisions with greater accuracy and speed.

3. Customer Satisfaction

UK food and beverage manufacturers are delivering personalised experiences by analysing customer feedback and developing products that better meet demands.

4. Performance Optimisation

AI-powered systems help improve production efficiency, data accuracy and reduce errors across manufacturing facilities.

5. Workplace Management

AI can streamline workforce scheduling, automate administrative tasks and generate data-driven insights for better training programmes and team performance.



How Are Food and Beverage Manufacturers Using AI?

Here's how food and beverage manufacturers are planning to use AI, in their own words:

"We're using AI to improve supply chain management, increase logistics efficiency and reduce unnecessary expenses and inventory levels."

UK grain and oilseed milling company, £100M+

"We use AI to control and monitor all aspects of the production line to ensure efficient operations and reduce human errors."

Irish snack food manufacturer, £100M+

"We're using AI to accelerate the development cycle of new products by simulating and predicting the market performance of new formulas."

UK meat processor, £100M+



AI-Powered Innovation: Aptean Food & Beverage ERP

Aptean Food & Beverage ERP, built on Microsoft Dynamics 365 Business Central, now offers enhanced AI capabilities through Copilot and Azure extensions. These powerful features include:

- › **Sales and Inventory Forecast:** predict potential sales and stock-outs, then auto-generate replenishment orders
- › **Marketing Text Suggestions:** auto-generate marketing content in seven languages based on item attributes
- › **Assisted Analysis:** conduct data analysis using natural language instructions
- › **Chat with AI Assistant:** use conversational language to access critical data and self-serve support
- › **Sales Line Suggestions:** optimise sales orders based on customers' expected purchase patterns

Ready to see how AI-powered ERP software can enhance your food and beverage operations?
Schedule a personalised demo today.

Book a Demo >>

