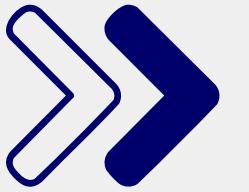


# How a Regional Beverage Distributor moved from AI talk to AI traction

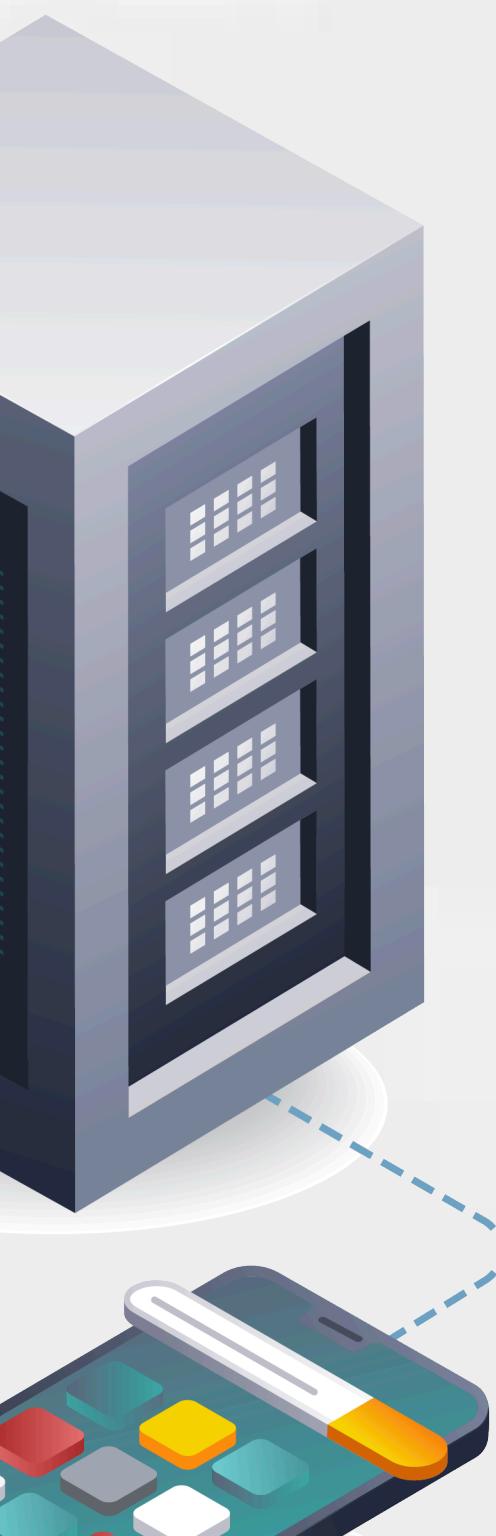


FRESCHE  
SOLUTIONS



**Our recent client is a regional beverage distributor that has been delivering high quality brands and service along the Gulf Coast of Texas for over 100 years.**

Committed to community, stylistic diversity, and quality, they represent a wide range of **over 500 brands and styles** from over 20 different breweries ranging from global suppliers to some of your favorite local Texas brewers.

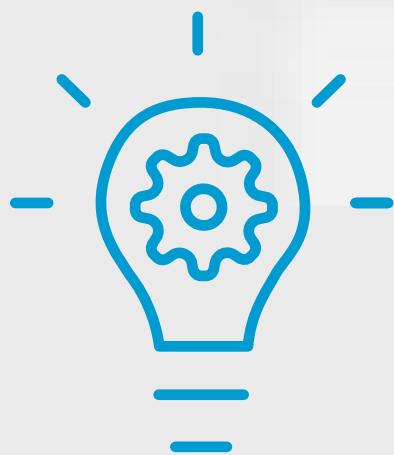




Even the most promising AI use cases had  
**failure rates** ranging between 70-90% last year.

Use cases not aligned with a substantial  
financial driver or a critical business imperative  
are often dead-on-arrival.

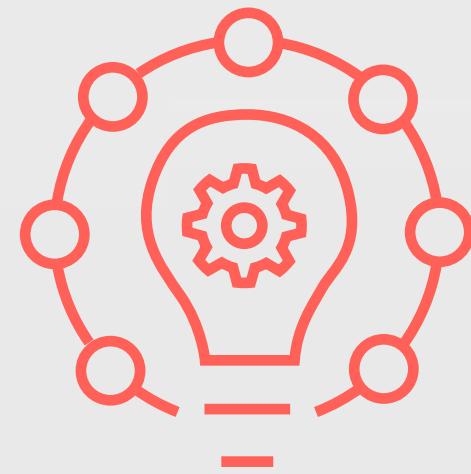




## AI in Action Workshop

- A gamified, hands-on program that aligns learning with **strategic business priorities**.
- Move beyond ideation to feasible, high-impact AI use cases.

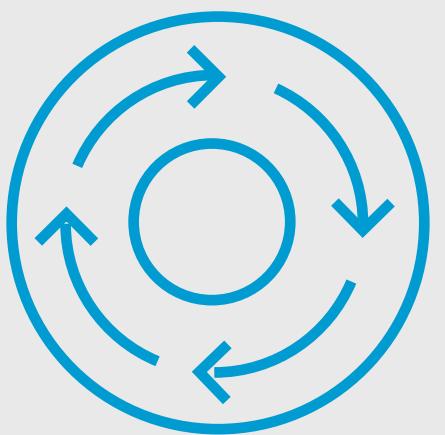




## Learn by doing in a team-based game

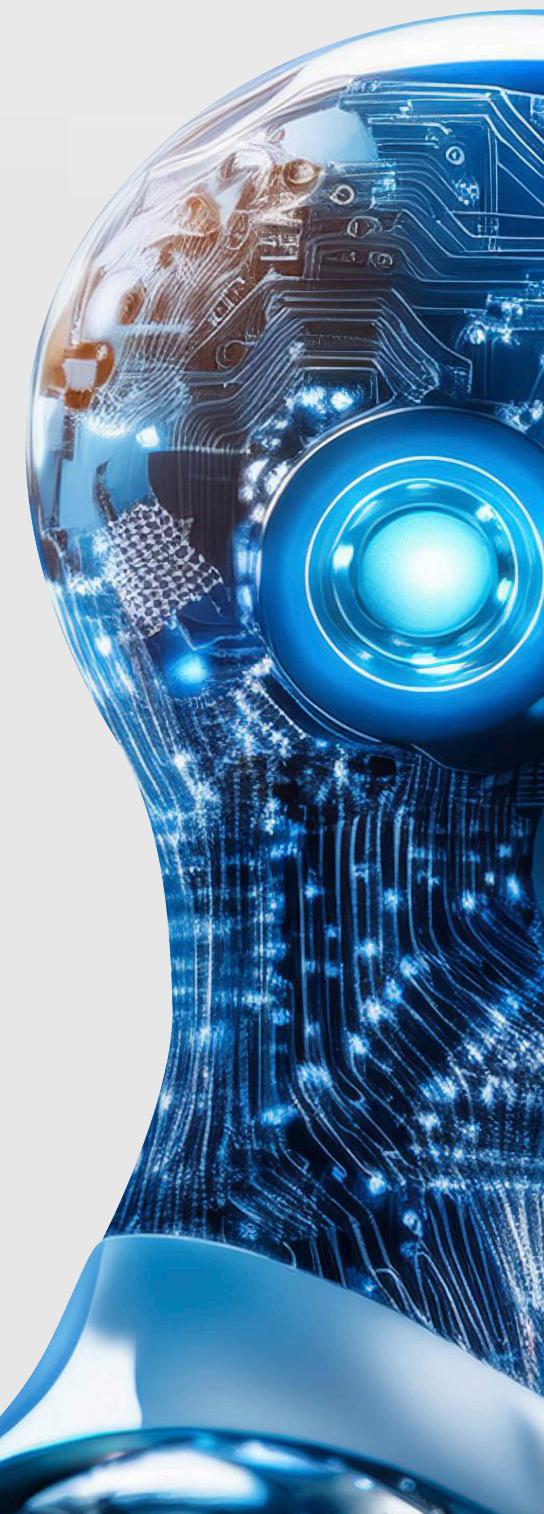
- Introduction to AI
- Identify operational challenges
- Learn how AI can solve them





## Translate learning into a real-world plan

- Assess technical requirements and data needs
- Refine and prioritize use cases based on impact
- Develop a detailed solution approach and cost model





## The Outcomes



### Gained

Strong Foundational AI Understanding



### Identified

16 High Impact AI Use Cases



### Detailed

Technical Documentation Guide for each



### Clear

AI Execution Roadmap



**Is your AI strategy playing to win?**

Take the first step towards transforming  
your business with AI

**Book an AI in Action Workshop today**