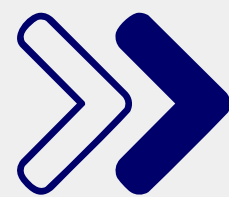


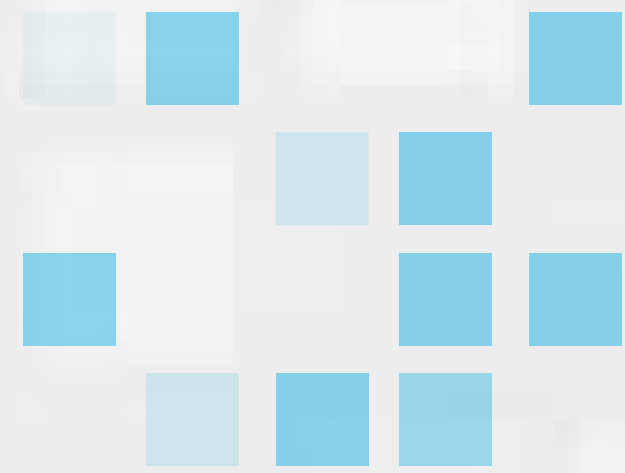


# How a Regional Beverage Distributor moved from **AI talk** to **AI traction**



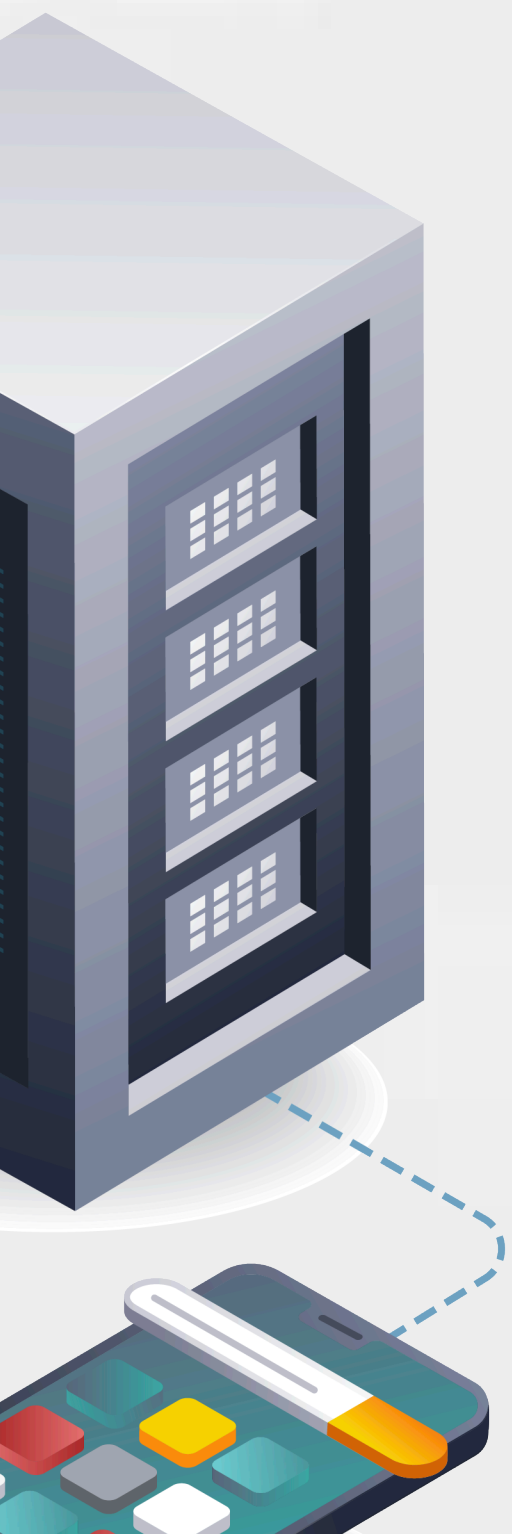
FRESCHÉ SOLUTIONS





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.**

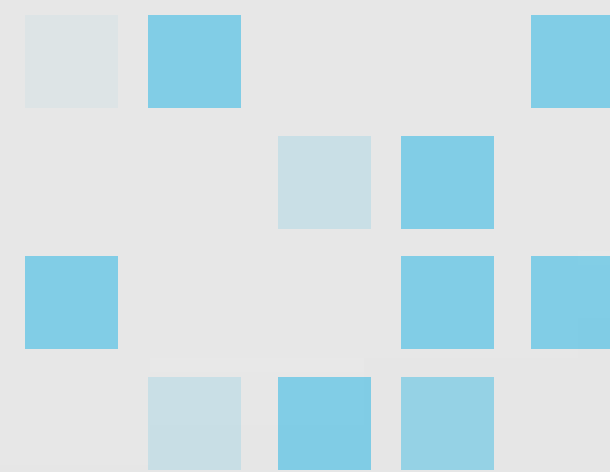


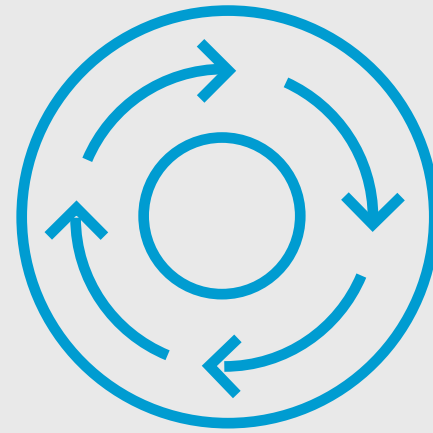




## Learn by doing in a team-based game

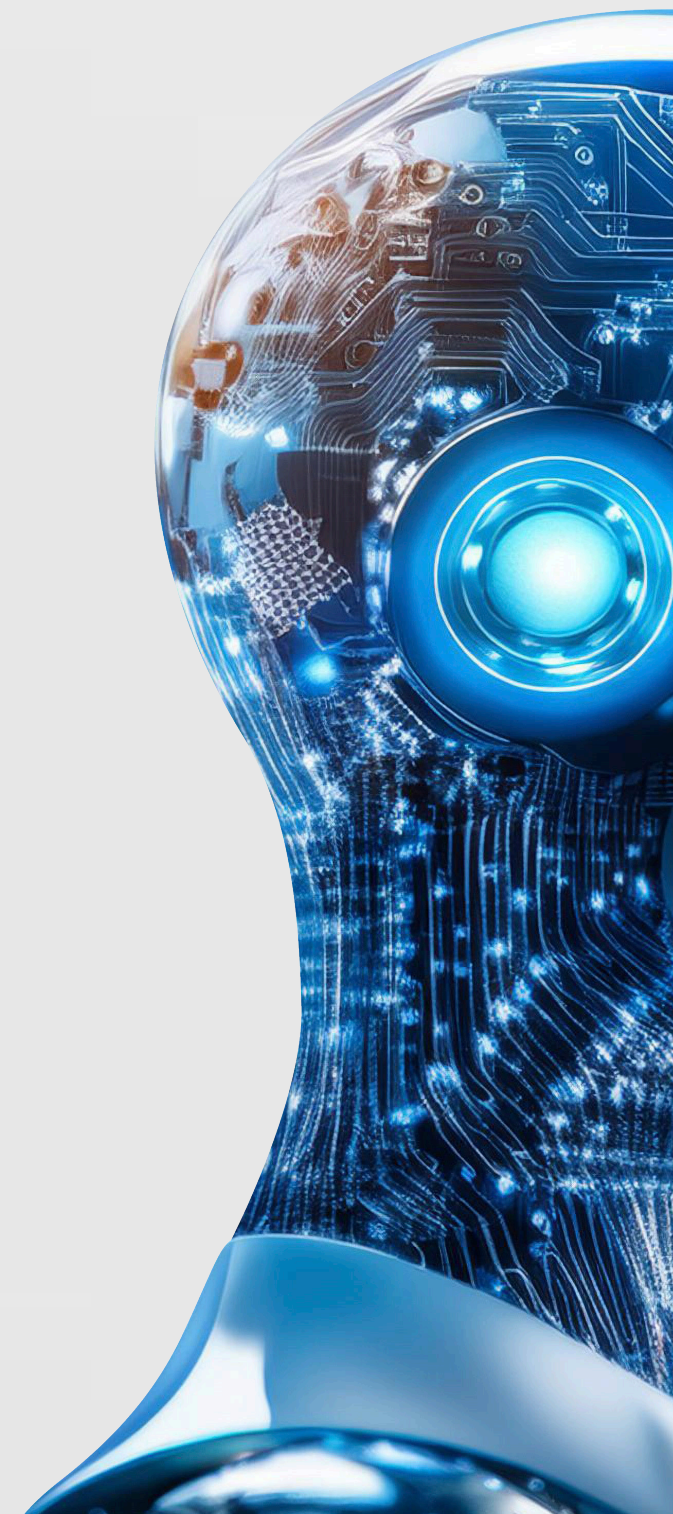
- Introduction to AI
- Identify operational challenges
- Learn how AI can solve them





## 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

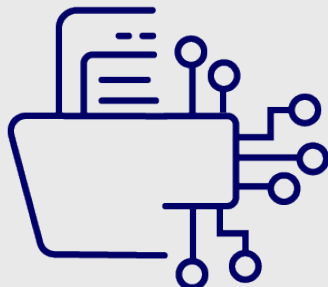




# The Outcomes



**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**