

FRESH PASTA

Is Fresh Pasta Just for Winter?



During winter (December 20 – March 20), we typically see a spike in sales:

●●● FRESH PASTA SALES INCREASE		
	IN SOUTHERN ITALY	IN NORTHERN ITALY
WINTER	+30%	+28%
CHRISTMAS AND NEW YEAR'S	+188%	+65%



BUT it's not always the case.

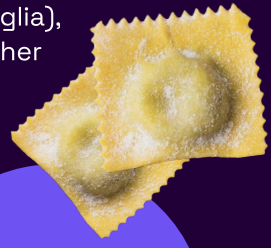
Why?

Likely thanks to tourists buying fresh pasta as a souvenir!



We analyzed two supermarkets for one of our clients: one in **Alberobello** (Puglia), a top tourist destination, and the other in a residential area of **Bari** (Puglia).

Interestingly, the **Alberobello store** sees a **+91% increase in fresh pasta sales during the summer** compared to the **Bari store**.



+91%
fresh pasta sales during the summer



THERE ARE MANY VARIABLES THAT CAN INFLUENCE SALES SIMULTANEOUSLY:

- Geographic location
- Type of clientele (local vs. tourist)
- Seasonality
- Weather
- Promotions



And many more!
Each store is unique and requires a tailored approach.

WHAT'S THE KEY? FLEXIBILITY AND AI!

By adopting a flexible, dynamic approach, we can minimize waste and optimize product availability.

With **Delphi**, we reduced average stock by **22.93%** between 2021 and 2024, improving operational efficiency, reducing unused inventory, and better adapting to market demands.

