

CASE STUDY

Kraft Heinz Increased Agility Through Planogram Automation



Shelf IQ
SPACE PLANNING

8.5M

POINTS OF DISTRIBUTION

20+

PRODUCT CATEGORIES

1.3-4K

PLANOGRAMS PER
CATEGORY

KraftHeinz

For more than 150 years, The Kraft Heinz Company has produced some of the most iconic and recognizable food brands. With co-headquarters in Chicago and Pittsburgh, Kraft Heinz has grown to be one of the world's largest food and beverage companies, surpassing \$25 billion in annual sales.

“ Shelf IQ has not only saved us time but has also improved our confidence in the work we do. The ongoing support and continuous enhancements make it a future-proof investment.”

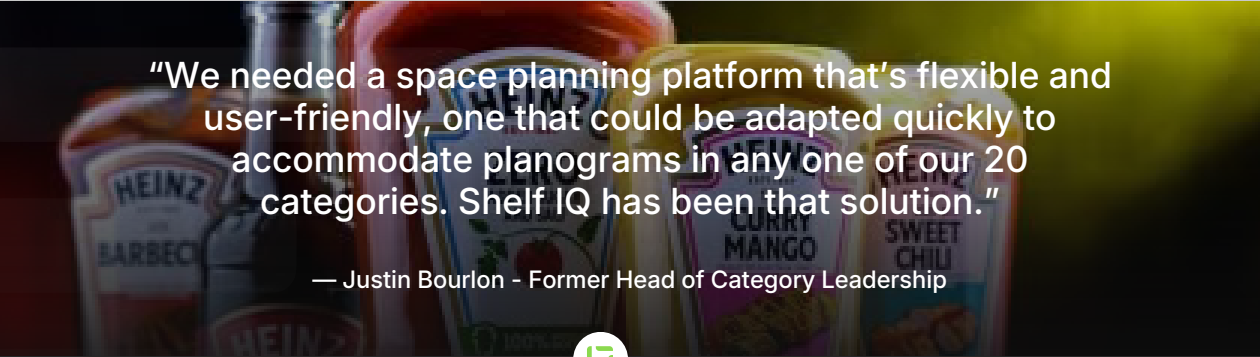
Gary Wensel, Sr. Manager, Space Planning
Swire Coca-Cola

The Challenge

With more than 20 categories and thousands of planograms to manage, Kraft Heinz faced growing pressure to move faster without sacrificing precision. Shorter retailer timelines, increasing complexity, and highly manual processes made it difficult for teams to keep pace while focusing on higher-value category work.

The team needed a more scalable way to automate repetitive planning tasks, improve speed and consistency, and strengthen collaboration with retail partners.

Commenting on the practical need for a fast, efficient space planning solution, Wes Walker, Category Lead at Kraft Heinz, said, “I lead several category teams, and we manage over 5,000 planograms. If I’m sitting in a room with a retail buyer and we’re working on a planogram together, our goal is to make planogram assessments quickly and easily and then execute adjustments on the planograms. We’re always looking for ways to make smarter and faster shelf decisions, especially when we’re in front of the customer.”



“We needed a space planning platform that’s flexible and user-friendly, one that could be adapted quickly to accommodate planograms in any one of our 20 categories. Shelf IQ has been that solution.”

— Justin Bourlon - Former Head of Category Leadership



The Solution

Kraft Heinz partnered with Engine to modernize its space planning process through automation.

By replacing manual planogram tasks with scalable, repeatable workflows, the team was able to accelerate planogram development, apply changes more efficiently, and tailor assortments with greater consistency across retailers and store formats. Integration with existing planning processes made it possible to improve execution without disrupting how teams already worked.

Just as importantly, automation shifted time away from tedious maintenance and toward more strategic assortment and layout decisions.

The Results

Greater Agility at Scale

Planograms could be updated faster and with greater confidence, helping teams respond more quickly to retailer needs and compressed timelines.

Improved Productivity

Automation reduced manual effort and freed teams to focus on strategic category planning rather than repetitive execution.

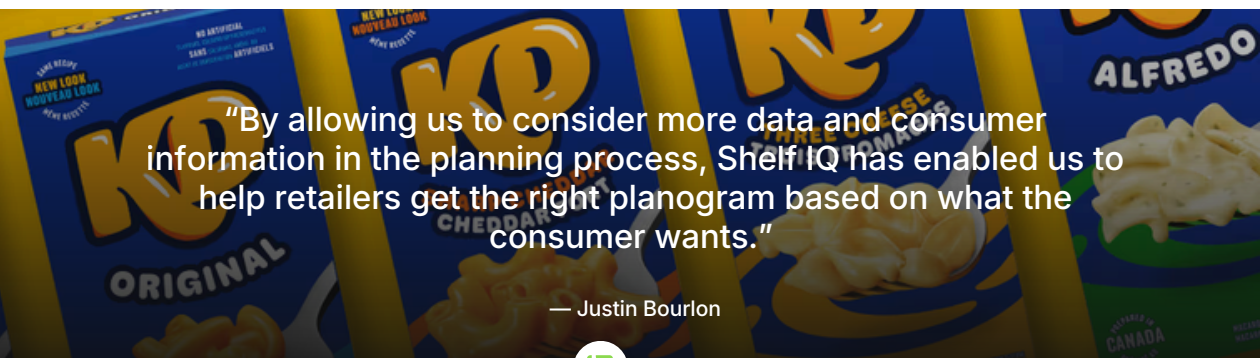
More Precise, Consistent Execution

Standardized workflows helped improve planogram quality while scaling output across thousands of layouts.

Stronger Retailer Collaboration

Faster turnaround and more data-informed planning supported stronger retailer partnerships and better category outcomes.





"By allowing us to consider more data and consumer information in the planning process, Shelf IQ has enabled us to help retailers get the right planogram based on what the consumer wants."

— Justin Bourlon



The Business Impact

With automation supporting the planning process, Kraft Heinz increased speed without compromising precision — while giving teams more capacity to focus on influencing shelf strategy rather than managing manual tasks.



**Faster planogram
turnaround**



**Improved retailer
responsiveness**



**Reduced manual effort
across thousands of
layouts**



**More time spent on
value-added category
strategy**

**Ready To See The Same Results For Your Company?
Let's Talk**