



Kepak Group

A PDI Case Study

Executive Overview

HQ: Dublin, Ireland
 Industry: Foodservice
 Size: 30+ markets
 3,000 employees
 Solution: PDI Loyalty

Business Challenges

- Reward customers for their purchases
- Increase customer satisfaction ratings — both end users and Distribution Partners
- Capture purchase transaction detail with multiple Distribution Partners and back-office systems
- Detailed reporting through integrations with Kepak HQ and Salesforce
- Develop a fully-integrated Kepak-branded Rewards website and app



Managing complex integrations across multiple systems within a world-class loyalty platform





PDI Loyalty allowed Kepak to identify and reward high-value customers using real-time data.



Kepak Group is a leading Irish food company serving international retailers and foodservice operators with prime cuts of meat, on-trend food concepts and innovative brands, including Rustlers, Big Al's, Stript Snacks, Greene Farm & John Stone.

Kepak recognised the importance of identifying and rewarding high-value customers, deciding to create a loyalty program for their Irish Foodservice customers. Kepak was looking to capture real-time data for end customer transactions, utilizing this data for rewarding and incentivising purchases, benefiting both Kepak and their Distribution Partners.

Customer Results



Integrations with 16 distributors with 7 back-office systems



Daily transaction data received from 2,500+ customers



2,000+ brand-specific product items processed daily



We recommend PDI to any company that wants to work with a trustworthy and reliable partner capable of delivering technically complex loyalty programs.

- Kepak Group