



Grocery and Hypermarket Fresh Food Operations Course: Ordering, Shrink, Yields and Markdowns

7 – 11 December 2026

Amsterdam - Zuidas business district hotel



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Ref: 1798_27540 **Date:** 7 – 11 December 2026 **Location:** Amsterdam - Zuidas business district hotel **Fees:** 23500 SAR

Introduction:

Grocery and hypermarket fresh food operations, covering ordering, shrink, yields and markdowns, is a 1-week course for store and fresh department leaders who run produce, bakery, butchery, deli and fish counters, ending with a Fresh Department Shrink and Margin Recovery Plan. Fresh counters draw shoppers in, yet lose margin through over-ordering, late markdowns, untested cutting yields and unlogged waste found only at the stock count. Nominees already manage a fresh counter or a trading floor and build ordering, yield and markdown models from case data across several grocery formats. CoreConcept Training Center delivers this fresh food operations course.

Course Objectives:

- Calculate perishable shrink for each fresh counter and separate known waste, markdown loss and unknown loss
- Set fresh order quantities from rate of sale, presentation stock, safety stock and case pack rules
- Run FEFO rotation, produce culling and display fill routines that protect availability without excess stock
- Measure bakery, butchery and deli production yields and convert them into cost per kilogram and selling prices
- Control markdown timing, reduced-to-clear steps and chiller temperature records to recover value from near-date stock
- Produce a Fresh Department Shrink and Margin Recovery Plan with KPI targets for a case hypermarket

Target Audience:

- Managers accountable for the sales, margin and waste of a grocery store or hypermarket
 - Managers responsible for one or more fresh counters such as produce, bakery, butchery, deli or fish
 - Managers responsible for fresh ordering, replenishment and stock rotation across shifts
 - Managers who supervise in-store production teams, cutting rooms and bake-off areas
 - Area and regional managers who review fresh performance across several stores
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Course Outline:

Day 1: Fresh Food Economics and the Department Baseline

- Fresh Counter Role as Footfall Driver in Hypermarkets
- Perishable Shrink Formula Linking Booked and Counted Stock
- Known Waste, Markdown Loss and Unknown Loss Separation
- Fresh KPI Set Covering Waste, Availability and Margin
- Fresh Department Baseline Review Using Waste Logs

Day 2: Fresh Ordering, Forecasting and Stock Rotation Models

- Rate of Sale Forecasting by Day of Week
- Presentation Stock and Safety Stock Order Calculation
- Case Pack Rounding and Delivery Schedule Ordering Rules
- FEFO Stock Rotation and Date Code Checking Routines
- Forecast Accuracy and Bias Tracking for Perishable Lines

Day 3: Produce Display and In-Store Production Yields

- Produce Culling, Misting and Crisping Display Routines
- Display Depth, Dummies and False Bottom Fill Standards
- Bakery Bake Plan by Daypart and Bake-to-Sales Ratio
- Butchery Cutting Test From Primal to Retail Cuts
- Deli Slicing Loss and Recipe Costing per Kilogram

Day 4: Markdown Control, Cold Chain Risk and the Fresh P&L

- Markdown Ladder Timing and Reduced-to-Clear Price Steps
- Markdown Recovery Rate and Avoided Waste Analysis
- Chiller and Multideck Temperature Logging and Alarm Response
- Hot-Holding Times and Date Labelling at Deli Counters
- Fresh Department P&L With Labour Hours and Gross Margin

Day 5: Modelling Build of the Shrink and Margin Recovery Plan

- Case Hypermarket Fresh Data Pack and Shrink Diagnosis
 - Order Quantity Model Build for Produce and Bakery
 - Butchery and Deli Yield Model With Cost per Kilogram
 - Markdown and Waste Scenario Model Against Margin Targets
 - Fresh Department Shrink and Margin Recovery Plan Completion
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Skills You Will Gain:

- Perishable Shrink Measurement
- Fresh Order Forecasting
- Stock Rotation Control
- Cutting Yield Testing
- Production Recipe Costing
- Markdown Optimisation
- In-Store Cold Chain Monitoring
- Fresh P&L Analysis

Why Attend This Course:

- Deliver a Fresh Department Shrink and Margin Recovery Plan to the store manager and the regional fresh lead for approval
- Decide how much to order, bake or cut each day and when to reduce near-date stock, using rate of sale and yield evidence
- Avoid margin lost to over-ordering, untested cutting yields, late markdowns and chiller failures that go unrecorded
- Train counter supervisors and shift teams with the order model, cutting test sheet and markdown ladder

Conclusion:

Back at work, the participant presents the Fresh Department Shrink and Margin Recovery Plan to the store manager and the regional fresh lead, who use it to approve order parameters, bake and cutting plans, markdown times and waste targets for each counter. Counter supervisors then apply the new order model and cutting tests on every shift. After the first full trading period under the plan, the store should compare waste, markdown, availability and gross margin by counter against the targets and adjust the parameters that missed.

Frequently Asked Questions FAQ:

What should participants know before a grocery and hypermarket fresh food operations course?

Participants should already run a fresh counter, a trading floor or a group of stores and be able to read daily sales and waste reports. Basic spreadsheet skills help with the order, yield and markdown models built during the week.

How does a grocery and hypermarket fresh food operations course differ from a general store management course?

A general store management course covers the whole shop: staffing, service, merchandising and audits. This course works only on perishable counters, with order quantities, cutting and bake yields, markdown timing, chiller records and the fresh P&L that drive shrink and margin.

Why do hypermarket fresh food operations measure cutting and bake yields?

Yields show how much saleable product comes from each kilogram bought or each batch baked. Without a cutting test or bake-to-sales record, the counter prices on an assumed cost, so trim, bone and unsold loss stays hidden until the stock count.

What do participants take back from the grocery and hypermarket fresh food operations course?

Each participant takes back a Fresh Department Shrink and Margin Recovery Plan for a case hypermarket, with order parameters, yield and cost per kilogram models, a markdown ladder, temperature routines and KPI targets that can be adapted to their own counters.
