

# Marukan and Promomash: A Transformative Trade Promotion Partnership

## EXECUTIVE HIGHLIGHTS

Increased **Sales Impact**

**120% ROI**

Smarter, **Data-Driven**  
Planning

Operational **Efficiencies**

# Marukan: Centuries of Tradition, Innovation, and Quality

Founded in 1649 in Japan, Marukan is synonymous with quality and tradition, producing naturally brewed vinegars using techniques honed over centuries. Since expanding into the US in the 1970s the brand has become a key player in the competitive retail grocery landscape with its signature rice vinegar, apple cider vinegar, and Ponzu sauces. The company's deep heritage and commitment to innovation has made Marukan a leader and one of the most respected brands in its category.

For two years, Marukan has partnered with Promomash to better manage deductions, streamline trade promotion management processes and improve trade spend outcomes. In that time, the Marukan team achieved all of that and more, converting insights facilitated by Promomash into real plan improvements for 2025 and beyond.



**Mariell Cereno**

Trade Marketing Analyst at Marukan

# Client Challenges

Before implementing Promomash, Marukan's processes involved complex tools, manual work and spreadsheets. This approach was inefficient and made it nearly impossible to properly reconcile deductions, track trade spend accurately, and determine promotional effectiveness.

## CLIENT CHALLENGES

- Too much time spent tracking down deductions
- Inability to accurately match deductions to promotions
- Historical sales data residing in different places
- Lack of visibility into promotion performance
- Limited insights into the impact of promotional strategies







...AVOR  
...ar

BREWED FROM ORGANIC RICE  
**Marukan**  
SINCE 1649  
ORGANIC SEASONED  
**Rice Vinegar**  
DRESSING  
12 FL OZ (355 mL)  
NON-GMO VERIFIED  
USDA ORGANIC

30% LESS SODIUM & SUGAR  
THAN MARUKAN SEASONED GOURMET RICE VINEGAR  
**Marukan**  
SINCE 1649  
LITE SEASONED  
**Rice Vinegar**  
マルカン甘酢™  
12 FL OZ (355mL)

**Marukan**  
SINCE 1649  
**PONZU**  
すだちぼん酢  
MEDIUM SOY DRESSING  
WITH SUDACHI CITRUS  
12 FL OZ (355 mL)

BREWED FROM ORGANIC RICE  
**Marukan**  
SINCE 1649  
ORGANIC  
**Rice Vinegar**  
12 FL OZ (355 mL)  
NON-GMO VERIFIED  
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SODIUM FREE SUGAR FREE  
**Marukan**  
SINCE 1649  
GENUINE BREWED  
**Rice Vinegar**

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# How Promomash Helped Marukan

Promomash provided a comprehensive trade management solution, CPGenius™ by Promomash, to address Marukan's challenges. This solution includes a combination of technology and services:

A complete **Deduction Management service** backed by a team of deduction experts that **handle the entire process** – from capture and coding to validation, dispute and recovery – on behalf of the Marukan team.

**Trade Promotion Management software** that includes in-depth **trade spend reporting, promotion planning,** and **performance analytics** capabilities.

**Real-time sales data from Crisp** for Marukan's largest accounts, integrated into Promomash analytics and **refreshed daily.**

**Dedicated team of client success and account managers** to guide the Marukan team through **onboarding and beyond.**

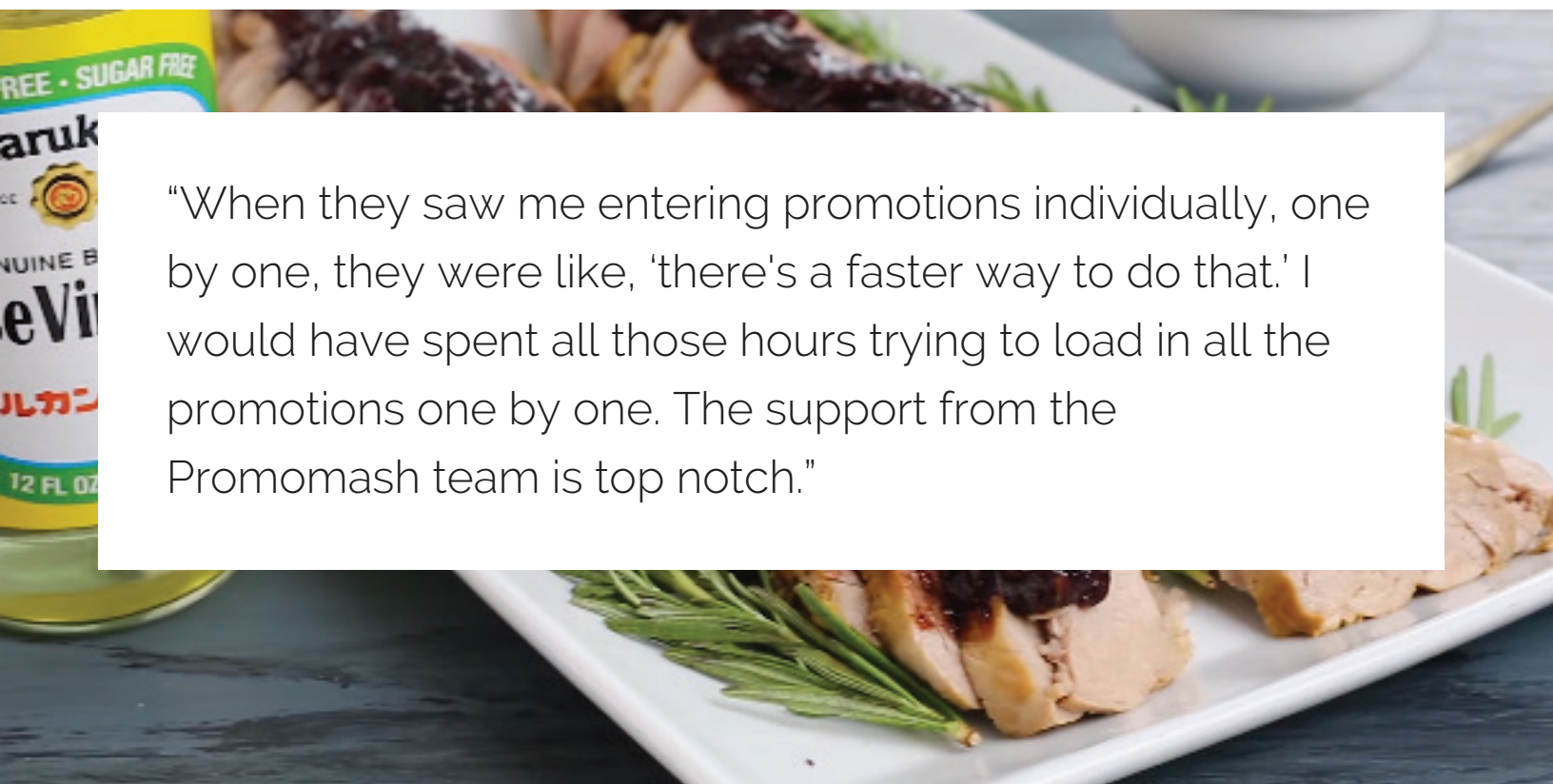


# Setting the Stage

For much of the first year of the partnership, the focus was on setting up a solid foundation: streamlining processes, getting deductions handled and organized, and entering all promotions and contracts. While it wasn't easy to gather all of the necessary documentation and data – and adapt to new processes – the team committed and knew it was necessary for longer-term success.

“It was a learning curve for everyone, especially the brokers and our sales team,” Mariell Cereno, Trade Marketing analyst at Marukan, recalled. “All of a sudden, I'm now asking them for the contracts since I need to track them.”

Mariell wasn't doing it alone, however. She had the Promomash team there every step of the way to help make her job easier.



“When they saw me entering promotions individually, one by one, they were like, ‘there's a faster way to do that.’ I would have spent all those hours trying to load in all the promotions one by one. The support from the Promomash team is top notch.”



A vibrant salad in a blue bowl, featuring fresh green spinach leaves, sliced beets, roasted almonds, and crumbled white cheese. The bowl is set on a rustic wooden table, with a few whole almonds and a beet leaf scattered nearby. A blue napkin is visible at the bottom of the frame.

## Leveraging Crisp Data

The integration of Crisp data into Promomash has further enhanced Marukan's capabilities. The sales and shipment data from its largest accounts feed daily into Promomash and is integrated into trade and sales analytics reporting. This ensures that key metrics such as sales lift and promoted sales are delivered in real-time, refreshed daily. It also eliminates the need for manual data collection from multiple, less user-friendly portals.



# ROI, Insights and Opportunities

Once the foundation was set and processes in place, the Marukan team was working smarter – tracking all of their deductions, trade spend and promotions in Promomash. With deduction management processes well established, Promomash is more than paying for itself. In 2024 alone, **invalid deductions recovered equaled over 120% of the cost of service for the year.**

The Marukan team also began to see an interesting pattern in how their promotions performed: they discovered that TPRs (temporary price reductions) that ran with ads have a **2-3x higher sales lift** compared to TPRs without ads.

“For one account we had, we did four TPRs in 2024. Two of those TPRs had ads, and two did not,” recalls Mariell. “For the two that didn't have an ad, we gave a much higher discount but still the lift didn't reach our 20 percent target. Whereas for the TPRs that had the ad, we saw a 46 percent lift in one period and 68 percent lift in another.”





The team seized on this learning and applied it to their planning for 2025, relying solely on the data and insights in Promomash to inform and improve on promotional plans.

“We’ve **lowered our budgets for TPRs in 2025** and have instructed our brokers to get ads wherever possible, while lowering the TPR discounts,” said Mariell. “We’re looking at 2025 plans and realizing that even after lowering our budget, we’re **seeing a lot of savings**, so we’re excited to see what 2025 brings as we actualize the plan.”

Throughout the plan year, at least quarterly, Mariell explained, the Marukan team relies heavily on the ability to compare planned expenses against actuals and “latest estimate,” which factors in pending deductions and accruals. Following this process gave accounting **more confidence in the numbers**, helped to **raise red flags in a timely manner**, and **minimized surprises** from unexpected variances.

By managing deductions, trade promotions and spend systematically in Promomash, the Marukan team is seeing positive results from their promotional activity, recouping costs, saving on trade spend, and ultimately increasing promoted sales. Over the previous 52-week period, promoted sales went from the 12-15% range to **consistently 20-25% of total sales**.



# Results Seen So Far

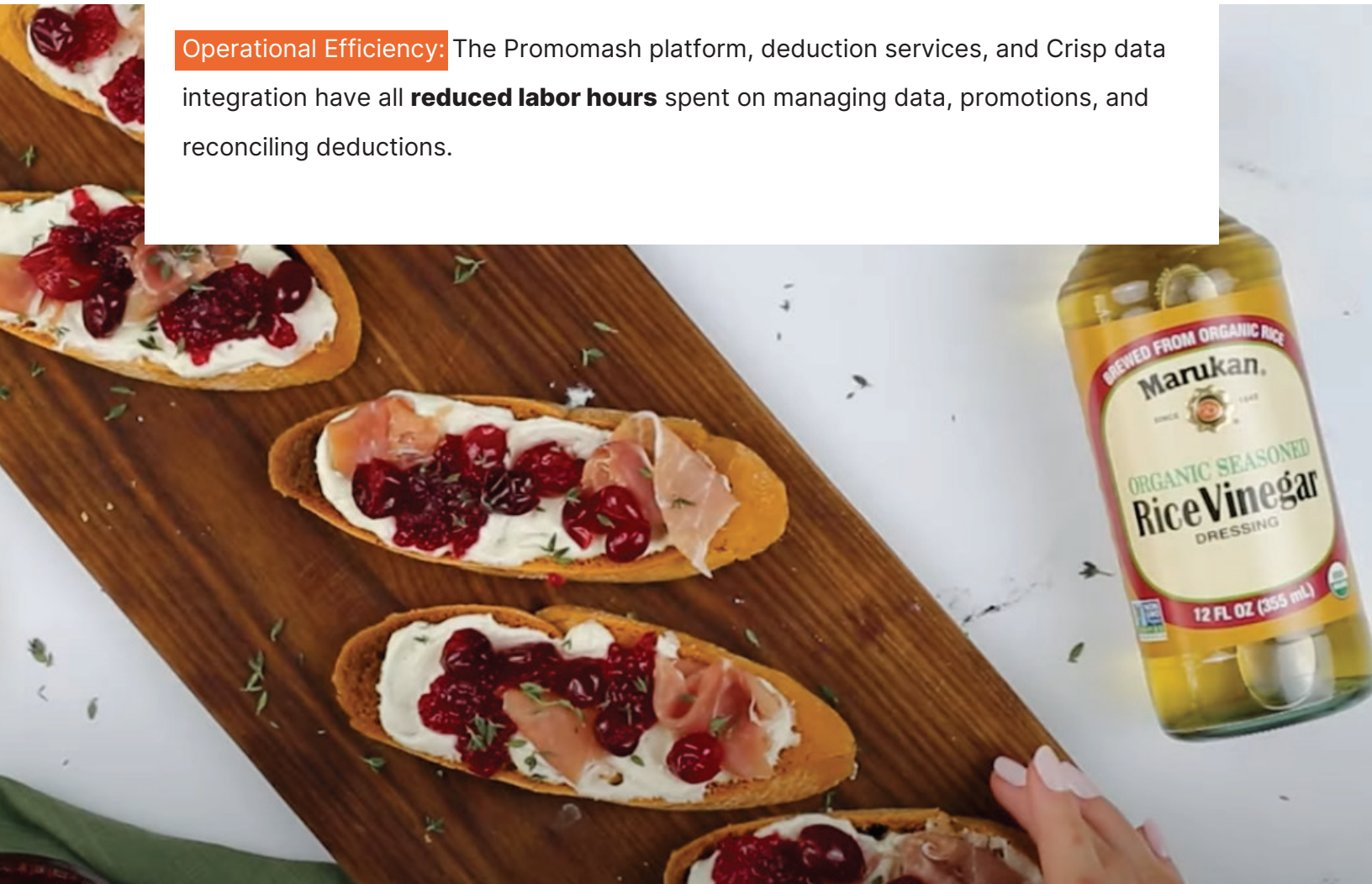
Since adopting Promomash, Marukan has observed remarkable improvements:

**Increased Sales Impact:** Promoted sales now account for **20-25% of total sales**, compared to just 12-15% in prior years.

**Positive ROI:** A streamlined deductions process has resulted in **recovered invalid deductions exceeding 120% of the cost** of Promomash in 2024.

**Data-Driven Optimization:** By leveraging the sales lift insights provided by Promomash + Crisp, Marukan was able to plan smarter for 2025 with **reduced spend and increased expected lift**.

**Operational Efficiency:** The Promomash platform, deduction services, and Crisp data integration have all **reduced labor hours** spent on managing data, promotions, and reconciling deductions.





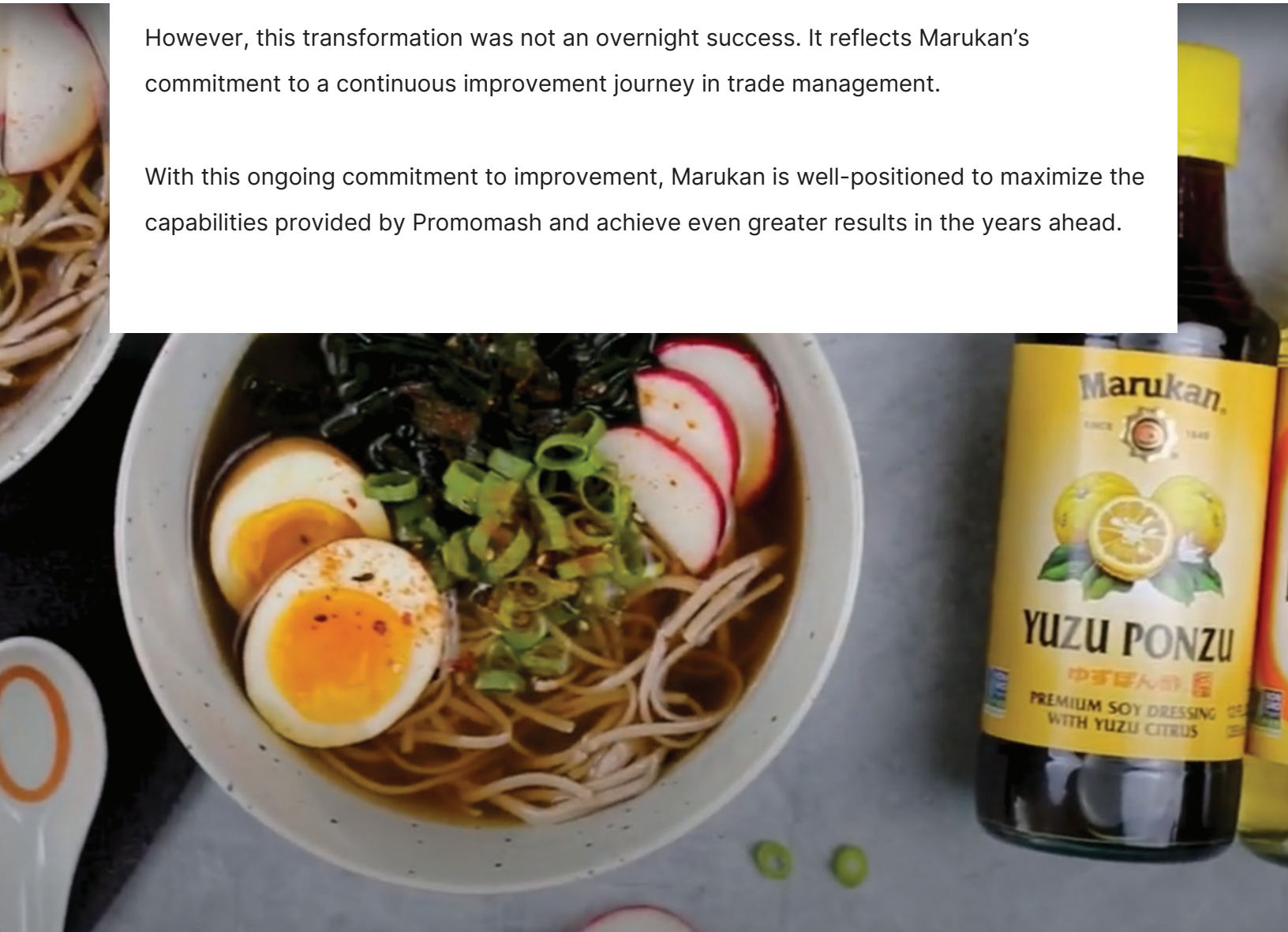
# Next Steps with Promomash

Looking ahead, Marukan plans to deepen its use of Promomash by focusing on profitability analysis and looking at P&L by customer to understand how individual accounts contribute to the overall business.

Marukan's journey with Promomash exemplifies how a robust trade promotion management tool can transform operational efficiency, reduce costs, and drive sales growth.

However, this transformation was not an overnight success. It reflects Marukan's commitment to a continuous improvement journey in trade management.

With this ongoing commitment to improvement, Marukan is well-positioned to maximize the capabilities provided by Promomash and achieve even greater results in the years ahead.

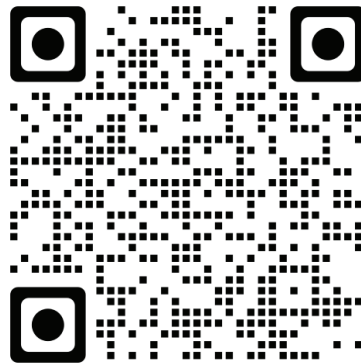




# Learn More

Want to see how Promomash + Crisp can put your brand on a path to better cash flow, profitability and growth?

Visit [promomash.com](https://promomash.com) or scan the QR code below.



 promomash + crisp.

