

AI for Good:

Modern Milkman cuts 55 million plastic bottles of waste with AI-driven supply chain

Over 350 million tons of plastic are created globally every year. With innovations in technology there is opportunity to better manage this staggering waste and help our planet thrive.



1.85 billion pieces of plastic packaging are thrown away by UK households each week. That's **96.57 billion pieces a year.**¹

3,432 pieces of plastic counted per UK household in one year during the The Big Plastic Count Study.¹

only 12% of plastic waste is likely to be recycled in the UK. **17% is shipped overseas** for recycling.¹

[Learn more about the Big Plastic Count Results »](#)

AI for a healthier world: Modern technology helps retailers around the world reach their sustainability goals

The Modern Milkman, a UK community and sustainability retailer, works with independent farmers and suppliers to deliver fresh milk, eggs, fruit, vegetables, baked goods, and other groceries in sustainable packaging. The company grew exponentially after customers gravitated to their convenient delivery service that also reduces environmental impact. To do this, Modern Milkman teamed up with Peak, an AWS Partner, to analyze data and gain more insights into their supply network and optimize their inventory planning. The result? Modern Milkman modernized an old fashioned concept of doorstep delivery and is leveraging cloud technology and AI driven supply chain forecasting to optimize delivery and availability.

“With Peak’s Decision Intelligence platform, we have a complete view of the supply chain, enabling us to make better decisions about stock, ordering, and warehouse operations. With a better overview of our supply chain, we prevent waste not only at an operational level, but also in the customer’s daily life.”

Simon Mellin, CEO, Modern Milkman

Modern Milkman cuts 55 million plastic bottles of waste

Modern Milkman used Peak’s Decision Intelligence platform to closely analyze shelf-life information, customer orders, and supply and warehouse data. This helped the company deliver on two incredible promises: nearly no order substitutions and a historic impact on environmental sustainability: with Peak, Modern Milkman live-tracked its plastic bottle reduction—removing a staggering 55 million bottles to date from the UK.

[Get the whole story right here »](#)

“The demand forecasting we’ve developed with Peak for our milk provides automation that streamlines our supply chain across the board. We’ve gained a ton of efficiency in our process while reducing a great deal of waste.”

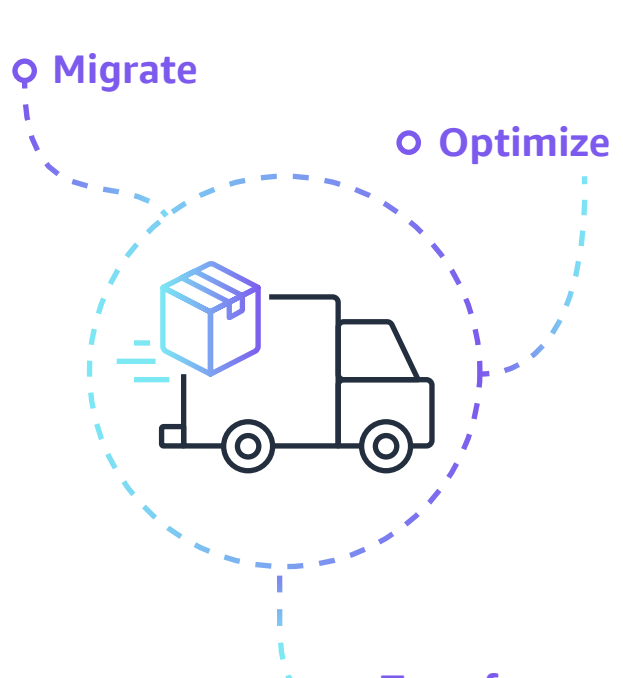
John Hughes, CIO, Modern Milkman

AWS and AWS Partners help retailers achieve sustainability goals

Moving to AWS helps retail customers like Modern Milkman make a global contribution to sustainability and accelerate their business goals. In a recent study, moving to the cloud was **up to five times more energy efficient** for companies than using their on-premises data centers.

Research also found that AWS can lower customers’ workload carbon footprints by nearly **80%** compared to surveyed enterprise data centers and **up to 96%** once AWS is powered with 100% renewable energy—a target AWS is on track to meet by 2025.²

AWS offers the broadest and deepest set of capabilities in artificial intelligence (AI), machine learning (ML), Internet of Things (IoT), data analytics, and computing to reach your organization’s sustainability goals.



Peak and AWS help Modern Milkman surpass business milestones and build a cleaner world

- AI-driven demand forecasting enabled Modern Milkman to tailor orders from its suppliers to reduce food waste.
- Warehouse, supply, and shelf-life data helped Modern Milkman deliver orders to customers with minimal or no substitutions.
- Efficiency and accuracy reduced food spoilage while customers enjoyed the tradition of receiving local farm-fresh products at their doorsteps.
- Modern Milkman removes 55 million plastic bottles from the environment while delivering the freshest and most accurate orders possible for our customers.

¹ The Big Plastic Count Results, produced by Greenpeace and Everyday Plastics

² AWS Sustainability Report 2021

Ready for a more sustainable retail future?

Peak’s AI Decision Intelligence platform brings AI into the core of retail businesses, helping companies optimize processes and power performance across the retail value chain.

[Request a demo from Peak »](#)