

## Pernod Implements a Refreshing Production and Performance Management Solution from Wonderware

*“Now we can respond to customer issues much more efficiently than ever before.”*

**François Aguilera**  
Chief of N15 Suze



**Thuir, FRANCE** — Rich with delectable French wine and culinary history, the picturesque coastal Mediterranean village of Thuir is home to the Pernod Ricard manufacturing facility. This facility produces more than 70 different wines, spirits and liqueurs, including white alcohols like vodka and gin and aperitifs such as the Suze line of bitters. Pernod delivered its first product, the Byrrh aperitif, in 1873. The town grew around the plant and today the plant employs 120 people to produce more than 6 million gallons each year.

With demand for the popular Suze and other products increasing exponentially thanks to the growing popularity of aperitifs, Pernod elected to expand its production capacity by adding a new 8,600-square-foot workshop that includes the Suze production line. This expansion provided an ideal opportunity to upgrade the facility's largely manual processes with leading automation systems that would help increase output and ensure consistent product quality. To achieve this, Pernod selected the latest production and performance management solutions from Wonderware, a business unit of Invensys Systems, Inc. The solution was distributed and supported in France by Wonderware Distributor FACTORY systemes.

APV, a sister Invensys business unit, acted as the system integrator on the implementation project and provided a complete turnkey solution including all software, related hardware and services.

### The Challenge

"Building this new workshop was a real challenge for the company," said Jérôme Leroux, production director at Pernod. "Due to business demands, the new production and performance management system had to be up and running in only nine months."

The short deadline was one of several stringent requirements set by Pernod. Existing processes had to be optimized to maintain consistently high product quality. Capacity needed to be increased. Real-time plant intelligence was required in order to conduct performance analysis and sustain performance improvements. The new system also had to provide accurate registration of all production parameters for complete product and equipment traceability.

Additionally, plant managers wanted to reduce the risk of unscheduled production disruptions and increase plant maintenance efficiency, while simultaneously supporting an open architecture for the integration of existing third-party software. APV installed a solution powered entirely by Wonderware technology to help the Thuir plant meet all of these objectives, revolutionizing the way it operates and bringing its capabilities from the 1800s into the 21st Century.



Pernod's famous Suze brand on the bottling line.

## The Distinctive *Suze* Flavor

Launched in 1889, Pernod's famous Suze brand owes its characteristic bittersweet taste to a wide range of plant extracts, including flavors and fragrances of gentian, orange and vanilla. This in turn is the result of meticulous preparation, including a distillation process for the extraction of aromatic wild roots.

There are three main stages in the production of Suze, each of which takes about a week to complete: fermentation, clarification/filtration, and formulation/quality control. Each stage is now managed with a Wonderware's production and performance management solution including InTouch HMI software and the Wonderware Industrial Application Server. The solution makes certain that the raw material flows smoothly from the loading bay, through production, and out to customers.

This new plant offers opportunities for increased innovation. For example, the marketing and R&D groups focused on Gloss de Suze — which Pernod launched in 2004 — are already working on new products due to be launched in the coming months.



François Aguilera

"Our daily transactions range from receiving raw material to developing a finished product that we can then use to create Suze and eventually other aperitifs, which are being developed in cooperation with the Pernod Ricard Research Center," said François Aguilera, Pernod's Chief of N15 Suze.

## A Fully Integrated Portfolio

Wonderware's production and performance management offering consists of a portfolio of fully integrated applications that enable highly efficient manufacturing operations and information management. These applications cover a wide range of critical functionalities including batching, tracking, monitoring, downtime monitoring, quality control, and integration to business systems.

At the heart of this portfolio is the Industrial Application Server. Built on the industry-leading ArcestrA industrial automation and information software architecture, the Wonderware Industrial Application Server is the core application development and supervisory control platform for Wonderware's production and performance management offering. It provides a unified environment for visualizing and storing historical data, device communication and the integration of automation applications.

The Wonderware Industrial Application Server simplifies the development, deployment, maintenance and administration of distributed automation applications. Its open architecture was vital to the process of integrating the Pernod Ricard facility's existing software.

In conjunction with the Wonderware Industrial Application Server, Pernod deployed Wonderware's new Production Events Module (PEM), which links information on product traceability directly to the Industrial Application Server. PEM enables the creation of applications that record production events. This capability is critical to understanding product and process history for reporting, quality control and product management.

Manufacturers can use PEM to capture and deliver information pertaining to product genealogy. The Production Events Module can also be used to identify which equipment and personnel were utilized during production and relevant production events. This information can then be related to a lot, batch or serial number to meet traceability requirements.

In addition, PEM offers a rapid, economical response to unforeseen production events such as product recalls — an important benefit to food and beverage manufacturers like Pernod, which are faced with increasing governmental and institutional requirements for traceability.

"The new product traceability setup offered by the PEM module has had a significant impact on our day-to-day operations and duties," Aguilera said. "All the daily data

that is vital to analytical monitoring of equipment and transactions is available at the touch of a button. Now we can respond to customer issues much more efficiently than ever before."

Along with the Industrial Application Server, Pernod deployed Wonderware's IndustrialSQL Server (InSQL) historian, which provides plant decision-makers with immediate access to detailed, real-time plant information. InSQL software gives Pernod Ricard's employees unprecedented access to the information they need to make critical decisions every day. It also facilitates detailed data trending and analysis, which is critical to operating an efficient manufacturing facility.

Moreover, the advanced HMI capabilities delivered by InTouch software enable users to visualize critical information and control industrial processes in real time. It also provides comprehensive event and alarm management.

Everything that happens in the process is clearly displayed on a touch screen that enables plant personnel to immediately address production issues.

Pernod Ricard opted for PC-based controls to provide tight integration with plant intelligence functions and the IT infrastructure. InControl software from Wonderware and Paracode from APV represent the "soft PLC" solution, which enables the design, creation, testing and running of applications that control the production process.

## Expectations Exceeded

Today, Pernod Ricard's new production line and workshop produces about 2 million gallons of Suze products each year. Better yet, the new production processes achieve these results more efficiently than other manufacturing facilities in the Pernod family.

"The new Wonderware production and performance management system has met or exceeded all the goals we set for it," Leroux said. "The new system has improved the plant's profitability and capacity, achieving a consistently high product quality. Based on the plant intelligence provided by the Industrial Application Server, we can analyze all relevant process parameters for sustained high performance.



Jerome Leroux

"What's more, it's easy to use. Many of our workers were used to the traditional, manual processes that are still the standard in this industry. But they were able to become proficient with the new system after only a few days of training."

The French are well-known for their obsession with les arts gastronomique. Indeed, few people in the world take more pleasure — and pride — in their meals and the drinks to accompany them. Along with this sense of pride comes an exacting demand for excellence from all participants in the culinary experience.

However, you don't have to be French to appreciate excellence. Today, Wonderware's expertise in helping food and beverage companies around the world meets the demands for high-quality products while still driving high productivity, increased efficiency and profitability. And, if you are French, no doubt you will also appreciate the excellence of Wonderware's local distributor, FACTORY systemes, in helping you attaining those goals.

Whether it's Pernod's refreshing Suze, milk from Arla Foods, Tillamook cheese, Martens beer or fish manufacturing from Rügen Fisch, Wonderware is becoming synonymous with the finest culinary experiences.



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