

AUTOMATION PLAYBOOK · FOOD & BEVERAGE

7 automations for food and beverage brands

What actually happens to a customer before each one exists, what changes once it does, and what the numbers say it's worth. The pattern shows up far beyond food and beverage too.

D2C & ECOMMERCE

FOOD & BEVERAGE



1 Subscription renewal and payment recovery

What the customer experiences: Their card on file expires the week before a renewal. No one tells them. The box doesn't ship, they assume the subscription lapsed on its own, and never bother restarting it.

RIGHT NOW

Renewal dates live in a spreadsheet or get left entirely to the payment processor. When a card fails, nobody notices until the customer asks where their order is.

THE FIX

Upcoming renewals and expiring cards get flagged automatically, a friendly reminder goes out with time to update payment, a failed charge triggers a retry instead of silence, and the ops team gets a heads-up on what's shipping that week.

KPI

9%

of monthly recurring revenue lost to failed payments industry-wide, most of it recoverable with a proper retry-and-reminder sequence instead of a single silent decline. Source: [Baremetrics, "Dunning Management: The Complete Guide for SaaS," 2026](#).

2 Abandoned cart recovery

What the customer experiences: They fill a cart with a month's worth of coffee, get distracted, and never check out. Nobody follows up. By the time they think of it again, they've already reordered from wherever's easiest.

RIGHT NOW

Someone checks the abandoned-checkout list by hand, maybe once a day if they remember, and sends a one-off reminder after the shopper's usually moved on.

THE FIX

The moment a cart is abandoned, a short, well-timed message goes out on its own: a nudge within the hour, a follow-up later that day. It stops the second the customer checks out.

KPI

10–20%

of otherwise-lost cart revenue recovered by automated flows. Source: [Sendtrix, "Average Abandoned Cart Recovery Rates," 2026](#).

This one is almost certainly already live somewhere in your stack. If it's underperforming, the fix is usually tuning what's already there.

3 Review and taste survey collection

What the customer experiences: They loved the sauce enough to reorder it twice, but no one ever asked them to say so. The product page still shows three reviews from over a year ago.

RIGHT NOW

Someone emails for a review occasionally, days or weeks after delivery, and the ask is generic enough that most people skip it.

THE FIX

A short taste survey goes out automatically once the order's had time to arrive and get used, with a one-click rating, space for a quick comment or photo, and a small coupon as thanks for the minute it takes.

KPI

52.2%

conversion lift on a product page once it has one or more reviews, compared to none. Source: [PowerReviews, "The Impact of Review Volume on Conversion"](#).

4 Shipping and tracking updates

What the customer experiences: Their order's been quiet for three days. They email asking where it is, wait a day for a reply, then get a tracking link they could have had automatically the moment it shipped.

RIGHT NOW

Tracking numbers get copied by hand from the courier into the store and then into an email, one order at a time.

THE FIX

The moment a label is created, the tracking number gets pulled automatically and a status update goes straight to the customer. No one has to type it.

KPI

up to 65%

fewer "where is my order" support tickets once proactive tracking notifications are in place. Source: [ShippyPro, "How to Reduce WISMO Tickets in Ecommerce," 2026](#).

5 Recipe and bundle suggestions

What the customer experiences: They buy a bag of chili spice rub and never learn the brand also sells the exact marinade it's meant to pair with. They improvise with something from the regular grocery store instead.

RIGHT NOW

Cross-sell only happens through occasional one-off campaigns pitched at everyone, tied to nothing anyone actually bought.

THE FIX

A few days after an order, the system looks at what was purchased and sends a note pairing it with a complementary product and a simple recipe to use them together.

KPI

30%

higher take rate for relevant, matched cross-sell offers compared to generic promotions. Source: [Opensend, "7 Upsell/Cross-sell Take Rate Statistics For eCommerce Stores"](#).

6 Subscription box preview announcements

What the customer experiences: They open this month's box with zero idea what's inside until the lid comes off. When it's not to their taste, they skip next month rather than trust the brand to surprise them again.

RIGHT NOW

With no system to remind customers what's coming, most subscribers find out at the same time the box lands on the porch.

THE FIX

A short cadence goes out before each box ships: a teaser on the theme, then the details, then a last-chance skip link, so a mismatch becomes a skip instead of a cancellation.

KPI

1 in 3

subscribers adjusted an order instead of canceling outright in 2023, skipping a delivery, swapping products, or changing frequency. Source: [Swell, "32 Subscription Box Statistics That Drive Recurring Revenue," 2026](#).

7 VIP tagging and reward emails

What the customer experiences: This is their fourth coffee subscription renewal in a row, and nothing about it feels different from a first-time buyer. They start wondering if loyalty means anything here at all.

RIGHT NOW

Frequent buyers get tracked loosely if at all, and a thank-you or a small perk only goes out when someone remembers to send one.

THE FIX

Spend and order count get tracked automatically. Cross a threshold, get recognized: a free add-on, early access to a new roast or flavor, a real thank-you.

KPI

50%

repeat purchase rate among customers who redeem loyalty points, versus 10.7% among those who don't. Source: [Rivo, "27 VIP Customer Repeat Rate Statistics Every Ecommerce Brand Should Know," 2026](#).

WHERE THIS ACTUALLY HELPS

Not all seven carry equal weight.

01	Revenue protection Subscription renewal recovery and abandoned cart recovery. Recurring revenue and one-time sales both leak the same way, through a moment nobody followed up on.
02	Trust Review and taste survey collection. Shapes whether the next stranger believes the product is worth trying.
03	Delivery experience Shipping and tracking updates. The single largest source of avoidable "where is my order" support load.
04	Growth and retention Recipe and bundle suggestions, subscription box previews, VIP rewards. Keep order value and subscriber loyalty compounding instead of flat.

BEYOND THIS LIST

This shows up far beyond food and beverage too.

I build automations around whatever a founder or their team ends up doing over and over. If any of the following crosses your mind on a regular week, that's usually the signal.

- “ *This isn't the task I started this company to do.*
- “ *Should I hire an intern to do this?*
- “ *Can I hand this over to someone else?*
- “ *Why do I have to spend so much time on this daily?*
- “ *Too tedious of a task.*
- “ *This is too much manual work, not practical to implement in our company.*

GL. **GarvinLabs.**

Want any of these built for your business, or have a different automation in mind? Feel free to reach out at

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