

Foodlogik Customer Profile

FOODLOGIK

FOOD SOFTWARE SOLUTIONS

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SOFTWARE SOLUTIONS

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Original Bakehouse

Artisan Bakery

Fred and Sandra Wake established the first artisan

Original Bakehouse in Gateshead in 1972. The business is a **true craft artisan bakery** based around their shop and a substantial wholesale customer base. With continual expansion, they've had to move yet again to new larger premises (in May 2017) and thankfully the careful planning paid off, resulting in no loss of production. The expansion also focused their minds on current processes and systems employed to keep the business moving forward. This coincided with their son Simon taking on a lot of the day to day running of the bakery, resulting in less pressure on Fred and Sandra.

It was felt there were two key issues holding the business back:

- 1) The lack of production space, now thankfully sorted out
- 2) The continual aggravation based around their legacy bakery computer system - it was self-evident and everyone agreed they had to change to new provider. The new bakery system needed to be intuitive and be able to support them through any future expansion as and when required.

As Sandra says, "After talking to colleagues in the industry we invited Merit Technology to present their **FoodLogik** application. Soon after the presentation we pressed the button and instructed Merit to pull all the stops out. It took just a few weeks to get the basic Product List and Customer List into shape so that Merit could import it, saving us many laborious hours of data input.

"**FoodLogik is a lot easier to use** especially with print profiles automating the selection criteria when running delivery notes and production figures etc. Also we have nice new formats with our company logo on. It's also great to be able to email invoices and statements - there's so much less paper flying about and more spare time! The guys at Merit have been wonderful, always at the end of a phone. I have to say their **support is second to none** – they get straight back to us and seem to understand what we want straight away".

Director Simon Wake, who is responsible for production and product development, believes that FoodLogik has more than enough features to cover their foreseeable needs. "We are looking forward to completing the task of updating ingredients to the latest pricing and get the remaining recipes fully loaded so we can have more

control over our product costs. Merit gave us a flying start by importing our ingredients and suppliers. It all came together when we tried to load our latest Brioche recipe into the system a few minutes after training, bingo it all worked perfectly.



Also, **the purchasing system is really smooth** and we intend to start using it to email POs. Not just for ingredients – it can be used for any purchases, so we can get a good grip of expenditure. All in all, we don't need to go anywhere else, which is the main thing as **FoodLogik covers just about all we will ever need**".

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Powerful cost-effective systems for the food industry