

Dewey's Bakery Trades Up to Better Deduction Management, Planning and In-Depth P&L Capabilities with Promomash

EXECUTIVE HIGHLIGHTS

End-to-end **deduction** management

Fully **connected & integrated** data

Streamlined **account** planning

Customer-level **P&L** analysis

Dewey's Bakery has been whipping up sweet treats for nearly a century.

Founded in Winston-Salem, North Carolina in 1930 during The Great Depression, their delicious products have stood the test of time and many events in history. But it wasn't until 2018 that the long-standing commercial bakery decided to bring its beloved cookies onto retail grocery store shelves. Having enjoyed success for decades, the company was suddenly faced with a whole new, complex channel to master.

“We went into grocery several years ago, kind of trying to build a brand ourselves,” explained Rod Hogan, VP of Sales at Dewey's. “We've had a lot of success, a lot of placements over the last couple of years.”

Yet with the early success in retail, Hogan and his team acknowledged that there were nuances in doing business with large distributors and retailers. Stuck tracking it all manually with spreadsheets, the team knew they were going to need help to better manage all the moving pieces on a day-to-day basis. And so, the search began for a trade promotion management (TPM) partner and platform.



Rod Hogan

Chief Financial Officer at Dewey's Bakery

The Search for a Solution

In their search for a comprehensive trade management system, Dewey's Bakery had a couple of objectives. First, they needed to alleviate the immediate burden caused by tracking deductions, promotions, trade spend and accruals manually.

Not only was keeping up with deductions a time suck for the team, but manual tracking and missing data led to inaccuracies and guessing, preventing a clear view of their retail business.

Secondly, Hogan and his team needed to understand the profitability of their branded business at several levels – particularly by customer.

“Somebody in my chair has a great interest in customer level profitability,” he said. “When you get into grocery, you’re selling to a lot of customers...Kehe is our customer, but ultimately all products are going to Albertsons and the like, and we want to measure our profitability at that level as well as the Kehe [distributor] level.”

After evaluating several different solutions, Dewey’s selected Promomash as their TPM platform and partner. “The demo was great, and that was probably the differentiator,” Hogan recalled. He added that, in addition to a more complete deduction management service offering than observed with other vendors, the founder's deep understanding of the challenges faced by brands (and how those challenges were addressed during the demo) influenced their decision. “[Yuval’s] been on our side of the table and knew what we wanted to see.”



Onboarding & Early Deduction Wins

Upon signing up with Promomash, the team at Dewey's benefited almost immediately from time savings by replacing manual deduction tracking with an end-to-end, fully outsourced deduction management process. In the first six months, the Promomash team processed over **\$2M in deductions** and are actively disputing a portion of those deductions on behalf of Dewey's.





"Our AR team feels like they have a much better handle on deductions, and they've got more time to spend on other things," said Hogan.

With more efficient deduction processing in place, the Promomash team's onboarding focus turned to getting the Dewey's team properly set up to realize the full benefits of trade management and planning. This included everything from setting up their customer accounts, products, pricing, and distribution to connecting daily sales and shipment data feeds via the exclusive Crisp integration.

Now that all elements of Dewey's trade business have been set up in Promomash, the Dewey's team is fully enabled to track trade spend, promotion effectiveness, and more deeply understand their trade-based retail business.

Path to (Customer-Level) Profitability

As Dewey's Bakery continues its journey with Promomash, the focus is on continuously improving how they manage and grow their trade-based retail business by leveraging the data and analytics now well-integrated into their systems and planning processes.

Part of this is understanding the profitability of each customer – direct or indirect – so they can plan more effectively and make timely, impactful decisions for the business.

With Promomash, the Dewey's team will now be able to know customer-level profitability for any account, direct or indirect, almost instantly. Previously, Hogan had spent as much as 12 hours (some of them on weekends) to determine this manually with spreadsheets.

“The ability to drill down to profitability for a specific chain...where we're selling through a distributor...to me, that was the real selling point [with Promomash],” said Hogan. “In our planning phase, if we have a target to spend 20 percent, we can change the assumptions and figure out how to get to that appropriate level of spend.”

Hogan also expressed excitement about the idea of having sales drive the process forward by having one system into which they can enter their deal schedules and promotions. This, along with their now-connected, complete data in one place, will eliminate the risk of silos and misalignment brought by the previous manual practices.



A Sweet Partnership

For Dewey's Bakery, the future looks as sweet as ever.

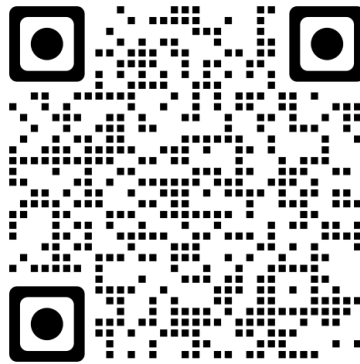
By continuing to optimize their trade planning and management practices with Promomash, they are paving the way to sustained growth, improved profitability, and strengthened brand presence in the competitive grocery market landscape.



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 or scan the QR code below.



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