

CASE STUDY | DOU BAKERY

A Mock Recall in 10 Minutes?

Yes, you can!



ABOUT DOU BAKEHOUSE

Diana Cortes-Blanquicet co-founded DOU Bakehouse in 2015 and is their talented pastry chef. She is a native of Colombia and has studied culinary and pastry arts at Mausi Sebessin in Argentina and at Valencia College and the San Francisco Baking Institute in the U.S. Cortes-Blanquicet's pastry skills meant she quickly grew from a home-based operation into a dedicated wholesale facility in Lakeland, Florida, near Orlando. DOU Bakehouse now supplies cookies, muffins, cakes and breads to local coffee shops, theme parks and resorts in the Orlando area. A new line of donuts also was recently launched.

CHALLENGES AT DOU BAKEHOUSE

Gaining a large new customer is great news for any business and for small businesses, it can represent a break that takes them to the next level. However, the excitement of landing a large account can also bring some sobering realizations, as Diana Cortes-Blanquicet discovered.

With the prospect of a very substantial order from a world-renowned Orlando theme park, Cortes-Blanquicet realized her wholesale bakery, DOU Bakehouse, did not have all of the more stringent documentation processes in place that this customer required. After researching her options, she chose to implement Wherefour's enterprise resource planning (ERP) system, which provided her with the necessary tools to acquire the theme park's business and to fulfill its auditing and other ongoing requirements with ease.



It took us less than 10 minutes to complete that portion of the audit successfully. That capability is so important because if there is a recall, it's much faster to pull the product. //



Co-Founder and Chef
Diana Cortes-Blanquicet



UPGRADING SYSTEMS FOR BIGGER BUSINESS

When one of the area's iconic theme parks expressed interest in her baked goods, Cortes-Blanquicet knew she needed to upgrade her systems to meet its traceability and other requirements. She discovered many other bakeries had paper-based systems with documentation stored in huge binders and on Excel spreadsheets. After considering a lot of companies offering technical solutions, she found many of them were too complicated and too expensive. "Wherefour had everything we needed and was affordable," she said.



PRODUCTION AND TRACEABILITY AT IT'S FINEST

Wherefour provides total forward-and-backward ingredient traceability reports with the push of one button along with many other tools including inventory forecasting, bar code scanning, production management, invoicing and integration with hundreds of other on-line platforms. Its production and traceability software allowed DOU Bakehouse to gain the theme park's business and to continue to pass its ongoing auditing and other requirements with flying colors.

"We recently completed our required annual third party audit. For the traceability portion, the auditor selects one product and times us to see how long it takes to check where the product is in-house and at customer locations. The auditor also manually checks in-house inventory against what is in our records," Cortes-Blanquicet said. "It took us less than 10 minutes to complete that portion of the audit successfully. That capability is so important because if there is a recall, it's much faster to pull the product."

Cortes-Blanquicet also reaps other benefits from the system, including being able to monitor and run her business from anywhere because Wherefour is fully cloud-based and mobile. She also appreciates Wherefour's ability to record everything that happens in one place. "I can travel and still know what is going on. The system automatically lets me know if I need to place an inventory order, and I don't have to check it manually," Cortes-Blanquicet said. "If something is not done right, we know exactly what happened and can correct the situation for the future."

