

## INTERNATIONAL DESSERTS & DELICACIES Realizes Sweet Success with HACCP Planning

In more recent years, you've probably noticed that vegan has become all the rage. However, there historically haven't been many vegan desserts being offered to consumers. This is where International Desserts & Delicacies comes in. This family-owned business is based in Glendale, California, employs 19 workers, and has been in business for more than 30 years.



Once a maker of "traditional cookies," the organization recognized a need in the market for vegan desserts. Vegans can now treat their taste buds to International Desserts & Delicacies' healthy and delectable cookies via retailers nationwide. The company only uses organic ingredients and environmentally friendly packaging for these products.

*"Many of our major established clients were requiring that their food suppliers have a HACCP plan in place,"* explains Jeff Jacobs, President of International Desserts & Delicacies. *"And when we were competing*

*for new business, we were discovering that potential clients were also making this a condition for conducting business as well."*

Food quality has become an increasingly important issue for retailers, especially because the Food Safety Modernization Act (FSMA) has set new safety compliance measures for food manufacturers, processors, packers and distributors.

It was clear to the organization that developing a plan would be critical to both retaining their important clients and expanding their market share. International Desserts & Delicacies connected with CMTC and, under their guidance, trained employees on the HACCP approach.



*"CMTC helped us manage crucial tasks such as conducting a hazard analysis, monitoring specific requirements, educating employees on health and safety risks, and addressing important issues such as allergen control, equipment inspections, pest control and sanitation,"* says Jacobs.

CMTC additionally worked with the company to create specific corrective actions. *“This allowed us to outline the steps required to improve our processes,”* says Jacobs. Experts helped International Desserts & Delicacies set the necessary verification and record keeping procedures to ensure that all established improvements would be successfully implemented and monitored. The engagement was completed within 60 days.

<b>Nutrition Facts</b>		SERVING SIZE- 1 Cookie 1oz (about 28g)		SERVINGS PER CONTAINER - 12	
		CALORIES 120		FAT CALORIES 40	
Amount / Serving	%DV*	Amount / Serving	%DV*		
TOTAL FAT	4.5g 7%	TOTAL CARB.	19g 6%		
Sat Fat	2.5g 11%	Fiber	1g 0%		
Trans Fat	0g	Sugars	9g		
CHOLEST.	0mg 0%	PROTEIN	1g		
SODIUM	70mg 9%				
Vitamin A 0% * Vitamin C 0% * Calcium 0% * Iron 4%					
* Percent Daily Values are based on a 2,000 cal. diet					

As a result of HACCP planning and implementation, their major customers continued doing business with the company, which ensured the retention of \$1,200,000 in sales and 12 jobs. The organization was also able to leverage their HACCP plan into their marketing strategy, enabling them to attract new retailers. HACCP planning was also a critical step in helping the organization obtain Safety Quality Food (SQF) Certification, which further increased their product marketability.

International Desserts & Delicacies projects that this has driven \$500,000 in increased sales for the organization, and they hired two more employees to address the new demand.

*“As a food manufacturer, developing a HACCP plan with CMTC’s assistance was critical to our growth. With a HACCP plan in place, we were able to improve quality, retain vital clients and appeal to new customers.”*

- Jeff Jacobs,  
President of International  
Desserts & Delicacies

*Bon appétit!*

#### FEATURED CUSTOMER

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