

Flowers Foods: Driving Smart Procurement & Preventing Mislabeling with Specright



Challenge

Flowers Foods is one of the largest producers of packaged bakery goods in the United States and has been around for over 100 years. With thousands of SKUs and 47 bakeries nationwide and counting across brands such as Wonder Bread, Tastykake, Dave's Killer Bread, and Nature's Own, specifications and purchase orders were hard to keep track of.

For the procurement team, a lack of visibility and automation prevented them from acting on smart purchasing decisions. With the rise of sustainability initiatives, they also found themselves spending 40 hours each month compiling reports on plastic usage. Steady annual growth and acquisitions also emphasized the need to better track and manage specifications.

Solution

The Flowers Foods team realized that in order to drive smart procurement decisions, they needed to start by better managing specifications. With Specright's Specification Data Management™ platform, Flowers Foods manages specifications and pricing, combined with vendor managed inventory (VMI) capabilities, and also stores critical documentation needed for audit compliance and traceability. Before Specright, ingredient and nutrition panel changes were hard to track and communicate to suppliers. Now, external suppliers and partners have access to Specright so everyone is on the same page.

Impact

With Specright, Flowers Foods provides bakeries with a single source of truth for specifications, pricing, and supplier data and documentation.

The team leverages intelligence in the Specright platform to automatically flag order consolidation opportunities. Surfacing these opportunities to external vendors placing orders has led to tremendous cost savings and operational efficiencies.

The team has also been able to mitigate risks associated with mislabeling by flagging products that have new labels to suppliers before they place an order. With an estimated 50% of all product recalls due to mislabeling, preventing and automating these checkpoints has been a game changer.

In addition to savings and risk mitigation, the team is saving hours each week not having to track down specifications and purchasing data, and has visibility and history tracking that helps with audits and supplier disputes. They have also automated sustainability reporting, enabling them to better benchmark and report on progress over time with the click of a button.



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At any point in time that we wanted to run, or slice and dice data, the old way was very cumbersome. With Specright you select what you want and run the report within seconds of gathering data as opposed to hours.”

Greg Jenkins
VP of Packaging Purchasing
Flowers Foods

