

# From a wholesaler to a whole new way

A artisan bakery creates  
a new source of income



Flourish Sourdough Bakery transitioned from operating a traditional wholesale business servicing restaurant and cafes, to utilising Cookaborough to provide it with an efficient direct-to-consumer business. Establishing this new pillar to the business was not only quick and straightforward, but also provided a high margin revenue stream to complement their wholesale business.

## Situation

Based in regional NSW, Flourish's wholesale business was devastated by the impact of COVID-19, losing all of their income as markets and retail stores shutdown. The only way of surviving was to find a new way to sell direct to households. Without a shopfront or systems to connect and communicate with customers it was a challenge almost too big to overcome.

**“It was a devastating predicament to find ourselves in after working so hard to build up the business. Until Cookaborough came along, we didn't know if or how we could develop a direct-to-consumer model.”**



## Highlights

- **Built up from 14 orders in the first week to 84 weekly orders**
- **Generated over 720 orders within the first 12 weeks of using Cookaborough**
- **Developed an efficient way to produce and deliver large quantities**
- **Established a captive customer base of over 600 locals**
- **Launched new products that have been embraced by customers (pizza kits!)**
- **Created a new business model that is easy to manage and growing**

## Solution

Cookaborough introduced Flourish to the idea of a direct-to-customer business using a batch model approach, a simple idea of receiving and aggregating orders, then preparing and fulfilling those orders at a single point in time.

Through the platform Flourish was able to send customers a weekly curated menu consisting of their breads, pastries and other items. By having a closing time and aggregating the orders, Flourish was able to spend pre-allocated time preparing the orders as a batch, and then delivering to customers once per week.

The Cookaborough platform's automated features performed all of the administrative tasks, including providing all of the information required to make the delivery process as efficient as possible.

## Key features

Cookaborough helped Flourish Sourdough Bakery to drive sales and create a smooth and efficient weekly ordering process.



### MENU BUILDER:

The simple to use menu creation tool allowed the menu to be prepared and scheduled in a matter of minutes each week.



### CUSTOMER CONNECT:

The automated email communication function was invaluable to communicating with a 500+ customer base as each new menu opened.



### WEBPAGE INTERFACE:

A webpage that gave the business a strong brand presence and a digital shop-front.



### ORDER REPORTS:

With a high volume of orders, each with multiple items, the order summary reports and individual customer order pick-slips made the delivery process simple.



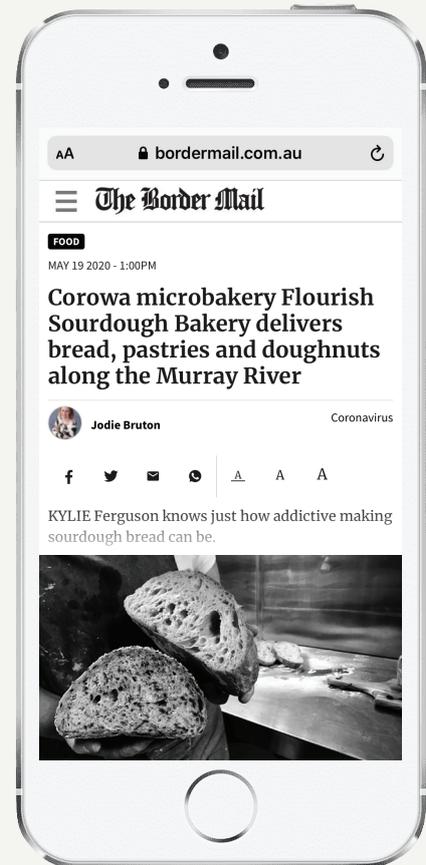
### PROMOTIONS AND MARKETING TOOLS:

The ability to integrate promotions into menus such as first order discount, loyalty and refer a friend discounts allowed Flourish to offer customers some extra incentive.



### FINANCIAL REPORTS, PROFIT & LOSS:

The reports dashboard showing data such as most profitable and popular menu items, most valuable customers, lapsed customers and the like was a very handy reference for deciding on future menus.



“Cookaborough has been integral in how we navigated the impact of COVID-19. We never imagined that we could build up such a strong direct-to-customer following, and it would not have been possible without Cookaborough. This will now be a key part of our ongoing business.”

## Recipe for success

For more information regarding Cookaborough and how it could work for you, please contact [enquiries@cookaborough.com](mailto:enquiries@cookaborough.com)