



Customer Success Story

Vintage Food Corporation

Brooklyn, NY

Customer Profile

Vintage Food Corporation was established in Brooklyn, New York by Levent Demirgil in 1992 and quickly became one of the leading wholesale distributors of domestic and imported specialty food products from Turkey, Germany, and Bulgaria along with many other European and Middle Eastern countries. Vintage serves a large customer base of over 1,500 with the finest confectionery, cookies, coffee, tea, dairy products, dried fruits, nuts, olives, beverages, pasta, pickles, preserves, Turkish delights, bakery and pastry. It also carries organic and dietary goods. Vintage Food has been a user of *FoodConnex* software since 2005.

Business Challenge

Before becoming *FoodConnex* customers, Vintage used Peachtree software. Musa Celik, General Manager of Vintage Foods, "Peachtree was no longer working for us because it couldn't handle all the transactions we experienced on a daily basis from our many customers. As we watched profits and accuracy decline we realized we needed to switch—and switch fast."

“Right after implementing FoodConnex, our inventory and order processing accuracy levels increased by over 70% from the previous years’ levels with our old software.”

Musa Celik
General Manager

Our Solution

"We had many contacts with other industry leaders and they recommended *FoodConnex*. *FoodConnex* works as a Linux based software and we liked that. It is much more user friendly when compared to other bigger ERP software systems. We evaluated several other software systems but they each cost around \$40-50,000 for software that wasn't anywhere near as user friendly as *FoodConnex*."

"The feature that we love the most about *FoodConnex* is the Internet Order Entry module. We have two retail stores that use it and the Internet Order Entry feature allows them to quickly and efficiently send orders via the Internet to the Vintage Food Corporation warehouse headquarters. Our customers can see prices they've paid in the past, all of their previous orders, and the quantity available in stock of an inventory item they want."

Positive Business Results

Before *FoodConnex* Vintage retail stores had to write down orders on paper and fax them over to the warehouse. Musa recalls, "When I think back on the waste of time and money this process was for us. Now it's quicker and easier than ever for our customers to place orders with us. Right after implementing *FoodConnex*, our inventory and order processing accuracy levels increased by over 70% from the previous years' levels with our old software."

"We also utilize the *FoodConnex* Laptop Remote Order Entry capability, which allows our sales people to enter orders at our customers' sites and provides them with the real time Receivable, Inventory and Sales Analysis data they need to bring in the most profit for our company."