



## DIVERSIFIED FOODS AND SEASONINGS GETS HELP FROM BATCHMASTER MFG AS IT FURTHERS ITS LEGACY OF FLAVOR

### Customer

Diversified Foods and Seasonings, LLC

### Industry

Seasonings, Soups, Sauces and other Foods

### Solution

BatchMaster Manufacturing for Dynamics GP

Nearly 40 years ago, a taste sensation was born in Louisiana! [Diversified Foods and Seasonings](#) began preparing its patented chicken seasoning mix for one small restaurant. That one small restaurant would grow into Popeyes Louisiana Kitchen and become both a nationwide and worldwide success. Diversified Foods and Seasonings continues to manufacture and supply seasonings to Popeyes restaurants and, in

BatchMaster

Diversified Foods recognized the importance of managing formulas, costs and inventory within an ERP solution and had been working with Sage PFW for many years. When Sage announced their plans to retire PFW, Diversified began to review replacement ERP solutions. “The announcement from Sage gave us an opportunity to evaluate our ERP product and begin the process of selecting a new solution that would include additional important functions,” shared David Fontenot, IT Director of Diversified Foods and years as we did with PFW, we found that there were other reasons to move to a new solution, independent of the product being retired. We had a substantial amount of old data in the system and there were several missing features in the older product as well,” stated Fontenot. The IT Director shared that some of the staff was a bit apprehensive about making the switch to a new ERP solution, but the transition was smooth due to similar main functions. Diversified went live with BatchMaster Mfg. in March, 2015.

“Our staff started seeing new benefits with BatchMaster Mfg. right away and this helped us all get



***“We evaluated nearly 15 ERP systems during our review period and selected BatchMaster Mfg. because it could fill every need we had.”***

David Fontenot, IT Director

### **BatchMaster's functionality offers big Advantages**

Fontenot shared that Diversified was looking for some key advantages with BatchMaster Mfg. “We knew that BatchMaster Mfg. would give us our return on investment due to the fact that it is designed for formula-based food manufacturing companies, but we were also looking for some specific functions,” stated Fontenot. Because food safety and quality at Diversified are recognized as having met or exceeded industry standards, Quality Control and Assurance within BatchMaster Mfg. had to meet Diversified's criteria. “Having quality control tests and results fully integrated with production formulas and with lot tracked inventory items was a big advantage for us,” indicated Fontenot. “Another feature we needed was a Formula Approval process that assures that we ONLY use approved formulas in production and BatchMaster Mfg. provides this.”

BatchMaster Mfg. was selected in addition for its MRP/MPS integrated functionality. Diversified has both finished goods that are ordered consistently and those that are seasonal and less predictable. “We have started implementing the MRP functions and have seen how using MRP reporting along with integrated order scheduling

can drastically reduce various manual processes,” expresses Fontenot. “We are phasing in this process now and seeing the benefits from this integrated method.”

### **Business as usual means Growth, Quality and Customer Satisfaction**

With three manufacturing plants located in Louisiana, Nebraska, and Alabama, Diversified Seasonings operates 24/7 in order to meet their product demand. In addition to manufacturing seasonings for Popeyes and its own Chefs Creations label, the company offers product