



## BatchMaster Delivers Industry-Specific Solutions Quickly and Affordably

### Company Name

All American Seasonings

### Location

Denver, CO

### Industry

Spice & Flavor Manufacturing

### Solution

BatchMaster ERP

All American Seasonings, a family-owned and operated minority-owned business, with strong roots in the Denver area. Originally founded in the downtown region of Denver, All American started with humble beginnings of Cuban immigrants serving a local, specialized customer-base.

Mr. Rodriguez started his business very small in 1968, initially relying upon a narrow product line of spices his company developed for local restaurants. As enthusiasm for these products increased, so did the company's investments in employees, equipment and facilities. For the last decade, All American Seasonings has consistently topped the list of fast growing, minority-owned companies in the Denver area.

Eventually, All American relocated to new expansive facilities outside town, under the direction of Andy Rodriguez Jr., the second generation of the Rodriguez family to manage the business. All American Seasonings produces over 9 million pounds of product per year and is growing in revenues at a projected rate of 10% per year. Their new production facility tops 40,000 sq. ft. This state-of-the-art plant is capable of producing over 150,000 pounds per day.

Managing hundreds of products, thousands of ingredients and corresponding numbers of custom recipes, customers and suppliers eventually began to take a toll on company's productivity and imposed limitations.

All American upgraded from manual to computer-based systems in the early '90s, including an accounting package interfaced with a manufacturing system on DOS platforms. As the business grew and staff was added and complexity

skyrocketed, the company found that it was relying upon the ingenuity of its staff to overcome limitations of the systems in place.

### Time for a New System

What was once straightforward and easy to understand had become compartmentalized, very specialized and "personal" for each of the many key contributors. It was clearly time for an upgrade in tools and procedures so that all departments could be using a common database which captured all pertinent operations data and supported instant decision making throughout the enterprise.

After an exhaustive search and performance shootouts between candidate systems, All American selected BatchMaster Software Inc. and implemented BatchMaster ERP Food.

BatchMaster ERP Food is a standard configuration of features common throughout the food industry, including lot strength (brix/concentration), catch weight, nutritional labeling, HACCP management, allergen management, Kosher / Halal certification, zone pricing, FDA compliance and much more.

BatchMaster ERP Food is delivered to the food industry as the ideal solution for customers seeking quick implementations that meet industry-specific needs. Based on a "voice-of-the-customer" methodology, BatchMaster ERP Food provides the right amount of functionality to meet customers' needs and implementation timeframe.

According to Gene Van Horne, Director of Operations for All American Seasonings, "The selection process included



***“BatchMaster has demonstrated success in the food sector and the company's vision for future releases.”***

Gene Van Horne,  
Director-Operations

performance shootouts, hands-on evaluations on-site for key staff within each department.” BatchMaster ERP Food stood out from other contenders including Process Pro & Sage MAS500, as the one system that met their needs in an out-of-the-box demonstration.

All American found several features in BatchMaster that made it the best choice including ease of use, logical flow in day-to-day operations, ability to be “tailored” to their specific requirements and established procedures like support for Sample Request Management. This is important for All American, as many of the company's products are developed in an iterative process with short “trial runs,” which are subject to customer review.

As a food manufacturer, features like Kosher Certification, Allergen Management, Nutritional Labeling, real-time inventory information, easy interface to external systems, including accounting and importation of FDA databases were crucial. According to Van Horne, “BatchMaster has demonstrated success in the food sector and the company's vision for future releases.”

### About BatchMaster Software

BatchMaster Software is a leading provider of ERP solutions that help formula-based process manufacturers streamline their operations and scale production, while reducing costs and complying with changing customer demands and ever more stringent regulatory mandates. The company delivers industry specific solutions for Food, Beverage, Nutraceuticals, Pharmaceuticals, Cosmetics, Chemicals, and other process industries. BatchMaster ERP is seamlessly embedded with SAP Business One and Microsoft Dynamics GP and integrates to QuickBooks, Sage 100 & 300 ERP, and is available on premise and in the cloud. BatchMaster Software has been serving the process manufacturing market for over 30 years and supports thousands of customers worldwide. [www.batchmaster.com](http://www.batchmaster.com)

### Contact Us

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### Packing a Punch

Finding the right combination of ingredients and flavors is just the beginning: All American packages product in a broad range of containers ranging from small, individual packets, all the way up to 1500-lb. super totes...and most anything in between. To address the various needs of customers, the firm also provides customized retail and foodservice-sized bottles of your finished product. Advanced technology and equipment, computerized weighing, automated insertion and sealing ensure precise portion and quality control at all times.

Because many manufacturers in the food industry engage in contract manufacturing and cost-out contracts during the sales cycle, BatchMaster provides tools for understanding the true “Cost of Goods.”

In product development (R&D), BatchMaster ERP provides a utility for looking at new and existing recipes, side by side, in multiple packaging sizes. After applying desired markup, the user can view the different proposed finished goods, with a breakdown of costs, loss, labor and overhead for each different option. This Product Cost Evaluation solution links directly to BatchMaster's quotation and sales order system to automatically advance the right choice through to the sales, production and delivery processes.

Today, All American enjoys a system that supports all of their key efforts, with a single, accountable source of data. Employees and management alike share a system that quickly and cost-effectively overlaid their company culture and workflow.