



Puerto Plata Seafood streamlines order entry, eliminates inaccurate inventory picks and shipment errors with Food Connex.

#### Industry

Food & Beverage

#### Challenge

Reduce mis-picks, eliminate wrong customer shipments and inaccurate inventory counts

#### Solution

Food Connex ERP software

#### Results

Inventory organized so everyone knows what's for sale

Eliminate paper-based purchasing

Monitor margins on every sale

## Company

Located in the heart of Brooklyn, NY, Puerto Plata Seafood Market operates a busy wholesale operation providing fresh seafood to many white-linen restaurants and other retail establishments. The company also has a successful 24/7 retail market and operates a food truck featuring local and imported seafood.



“To better serve our customers, we needed to organize our inventory so that we know what we have in stock. With Food Connex, we’re able to do just that.”

Soribel Paulino, Manager, Puerto Plata Seafood

## Challenge:

Puerto Plata Seafood needed a more efficient method of tracking inventory as well as managing margins. They turned to Food Connex based on the following key capabilities:

### Improved Inventory Control

Fewer cooler mis-picks and discrepancies in inventory counts

### Fast QuickBooks Integration

Puerto Plata was already using QuickBooks so Food Connex was simple to integrate

### Track Product and Deliveries

Accurately track product and identify which customer took delivery



## Solution:

To simplify monitoring and tracking, the Food Connex team helped Puerto Plata assign item codes to each inventory item and worked closely with them to sort the inventory into logical groupings. With Food Connex, only orders and inventory transfers that reference a specific item code are processed. Puerto Plata can view every item in multiple freezer and warehouse locations and is able to trace product back to each customer who took delivery of product.

## Results:

- Organized inventory with item codes improves product picking accuracy
- Easily access real-time information about every item in multiple freezer and warehouse locations
- Changes to orders and inventory are immediate for 100% accuracy

“Even as two new warehouse locations were being brought online, we were able to take orders, track product through the facility and accurately manage inventory—within 90 days. We couldn’t be any happier.”

Soribel Paulino, Manager, Puerto Plata Seafood

Ready to get started with Food Connex?

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