



GÉNERE FOODS



Based in Providence, Rhode Island, *Génere* serves over 600 customers (800+ stores) in Massachusetts, Rhode Island, New Hampshire and Connecticut.

Génere Food Corp is a wholesale grocer distributing to stores which represent supermarket chains, independent retailers and members of voluntary cooperatives. *Génere's* distribution center currently stocks more than 2,500 food and non-food items consisting mostly of national brands. In addition, the *Génere* Private Label has become a fixture in homes of New England, and consists of more than 25 items. Fifteen of the current products being marketed by *Génere Food Corp* — Rice, Malta, Foil, Green Pigeon Peas, Beans, Coffee, Tomato Paste, Lemon Juice, Bitter Orange, Marinade, Garlic Paste & Chopped, Cassava, Evaporated Milk, Trash Bag, Sandwich Bags, Tall Kitchen Bag items — are being done so under the company's own brand name "*Génere*."

Why

Génere has seen double digit sales growth almost every year since its founding in 2003. In order to keep up with such rapid growth, *Génere* has moved or expanded its warehouse location seven times over those years. Once again stuck in a "tight" space and wanting to take purchasing to the next level, **HIMPACT** was selected as the tool to increase inventory efficiency, customer service and sales.

Results

José *Génere* is not only the founder but, as is typical for many founders/owners, he still directly manages the buying department. He was growing concerned that he would have to hand off this function to a new manager as the other responsibilities of his position were building. For José, one of the first benefits of **HIMPACT** is that he can continue to keep a finger on the pulse of his inventory by continuing to buy a few vendor lines himself. Additionally, buying time has significantly reduced because of **HIMPACT** allowing time to prepare for promotions and deals.

The second benefit is that *Génere* can now buy directly from manufacturers, instead of via other wholesalers. Because of **HIMPACT's** 16% inventory reduction, the company freed up much needed warehouse space so that it could accommodate the minimum order quantities of the manufacturers, thus allowing *Génere* Foods to be more price competitive.

In the same time that inventories fell by 16%, customer service increased by over 6%, an effective **49%** inventory reduction! "Now with an even stronger competitive advantage on price and customer service, we expect another great year of growth," says José *Génere*.



José *Génere*

President & Owner

"A big impression I had after installing **HIMPACT** wasn't so much the orders it was building for me, but rather the orders it wasn't building. For one supplier in particular, I had the practice of buying a truck-load every 10 days. **HIMPACT** showed me, with poignant clarity, that I could actually wait a month before I would need to order again."

Contact us!

Carl Herlitz

President

Phone: 617-871-9001

E-mail: info@HerlitzIM.com