



LOVELY DRINKS LIMITED

Artisan Sodas

Website: www.lovelydrinks.co.uk

Location: United Kingdom

Integrations: Capsule CRM, Xero, DEAR B2B Portal

DEAR INVENTORY MANAGEMENT GAVE LOVELY DRINKS THE ABILITY TO FOCUS, WORRY-FREE, ON THEIR STRENGTHS AS A BUSINESS.

THEIR STORY

Lovely Drinks exemplifies that feeling you get when you take a long and nostalgic sip of an English drink.

Since 2008, this Bristol-based small batch soda provider cultivated the most exceptional drinks, featuring premium presses and the most whimsical and flavorful artisan sodas in the region.

Founders, Victoria Earle and Rick Freeman, adored their home garden, fitting it with only the most charming additions, like elderberry, lemon, and a multitude of colorful flowers. The two combined their love of nature with their love for real natural drinks. Over the course of 10 years, Earle and Freeman accumulated numerous awards, experimented with flavors, and created a local-inspired Bristol business. Lovely Drinks forgoes any and all preservatives and concentrates, and they don't use any artificial sweeteners. The end result is a magnificent and natural product.



The pair have built strong community ties. You can find their products in a range of local locations, including independent restaurants, delis, cafes, farm shops and pubs. But these local connections needed back-end inventory management more efficient than what the team currently had.

We spoke with Rick Freeman, Director of Lovely Drinks, to discover how the integration of DEAR inventory management has changed the business. The results have been nothing short of impressive.



KEY CHALLENGES

- Receiving **food standard accreditations**.
- **Improving traceability**.
- Allowing more time to **focus on the product**.

KEY SOLUTIONS

- **Integration of vital category features**, including order entry, purchases, reports, assemblies.
- Renewed focus on **easy restocking and reordering**.
- The addition of an **appropriate-sized inventory system** for their needs.

KEY RESULTS

- **Dramatically improve Lovely Drink's top priority-traceability**.
- Integration of easy-to-access and **accurate product availability**.
- **Save extensive amount of time** due to the lack of a large team and strained resources.

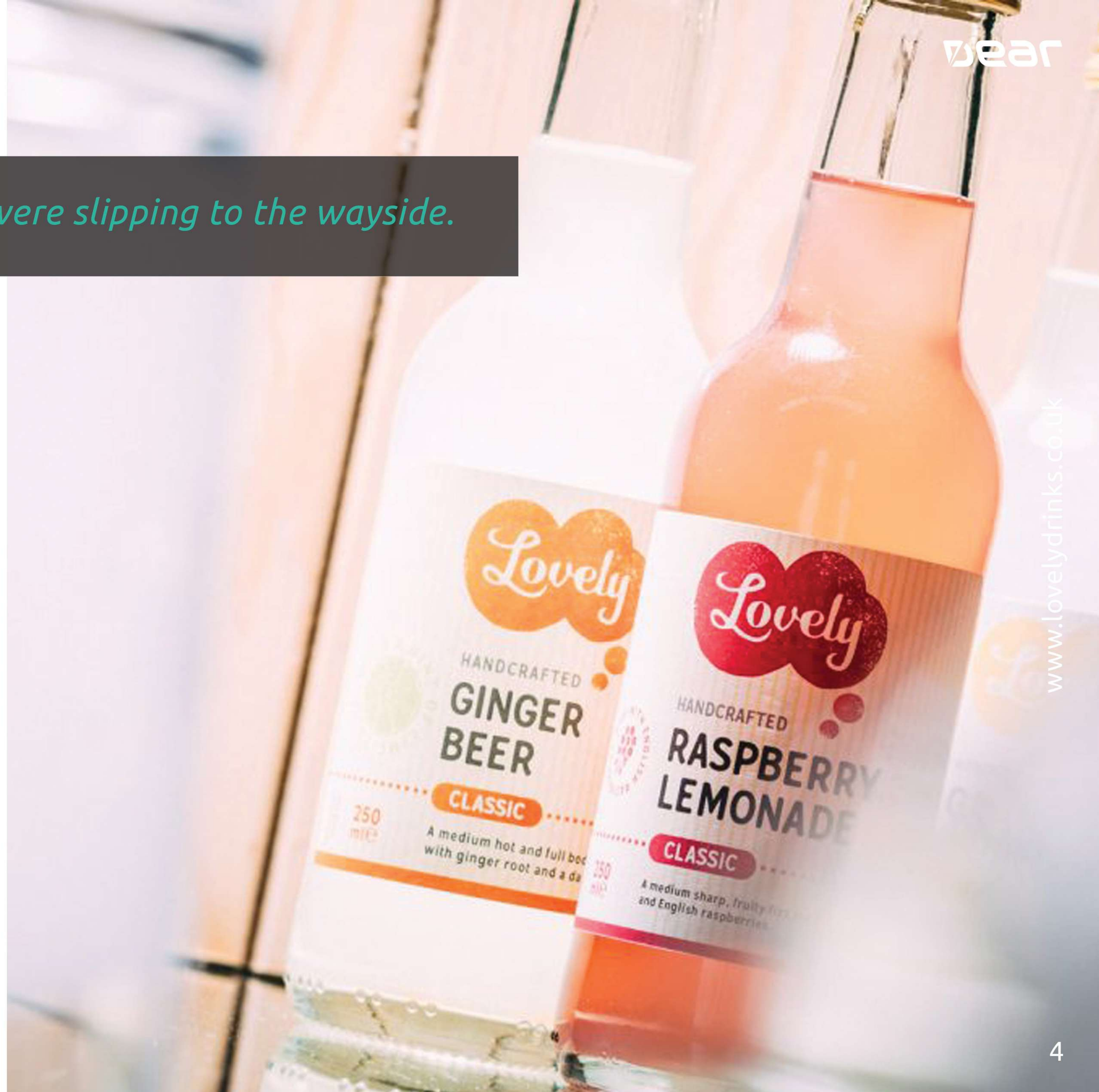
THE CHALLENGES

Their daily management components were slipping to the wayside.

Lovely Drinks is, to this day, a small operation. Freeman and Earle were focused on the product, but it seemed other daily management components were slipping to the wayside.

Instead of getting buried in inventory management needs, the two decided to find a simple solution- deploy inventory management, and let it do the heavy lifting.

The integration of DEAR was a manageable challenge for the two. They used the support platform regularly. "I often use it to ask questions or to see if features are available." There were also no noteworthy frustrations with the interface, as Freeman humbly states, "There probably was early on but I've got used to it now!"



THE SOLUTIONS

“We use DEAR to order entry, purchases, reports, assemblies. They’re all pretty intuitive.”

The company was assisted with the addition of some key features. They went a long way in resolving the team’s key early challenges.

“It’s mainly the inventory control side of things that we use day to day. We mainly use order entry, purchases, reports, assemblies. They’re all pretty intuitive.”

Lovely Drinks was also able to place a new focus on restocking and reordering. We wondered how DEAR has changed this component of the business, and Freeman was glad to share. “We use it manually, generally. We have 2 or 3 sites where our products are stored so we use Product availability to check what stock is where before arranging manufacture of a batch of a product.”

The approach benefits the small-scale operation of Lovely Drinks. The two never needed a massive enterprise system. They found DEAR suited their current level.



THE RESULTS

We directly asked Freeman how DEAR has most helped his business, and his response was equally direct. “It is essential. We use it manage stock obviously, but also for food standards accreditation etc – we need to prove traceability.”

One of the most immediate results for Lovely Drinks was this traceability or, as Freeman explains, “the traceability from raw material to sale.” This stands as the most useful and effective feature for the small artisan brand.

This became a recurring theme for Lovely Drinks, and one of the most impactful features for their current business operations. When probed further about the importance of scalability, Freeman focused on the idea of traceability. “We prioritized the purchase & assembly & stock movement & sale order chain that meant we had confidence in the traceability of

the product as this is essential in our business.”

Freeman also highlighted the amount of time the two have been able to save since they have a more automated platform. “It’s a lot of time – it would be impossible to do it manually.”

The most interesting takeaway from Lovely Drink’s story is that the two didn’t need the bells and whistles. They needed a system that was simple and intuitive. DEAR spoke to their needs, giving the two the ability to keep their eyes on their most prized possession- high-quality artisan sodas in a community that craves them.





IS MANUALLY MANAGING YOUR INVENTORY AND FULFILLMENT PREVENTING GROWTH?

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