



# Michael Angelo's

## Michael Angelo's Cooks Up New Products With Ross ERP

### CASE STUDY

#### Customer Details

Michael Angelo's Gourmet Foods, Inc.  
The Art of Italian Cuisine  
[www.michaelangelos.com](http://www.michaelangelos.com)

#### Industry

Food & Beverage - Canned and Frozen

#### Aptean Solution

Aptean Ross ERP

#### Challenges

- Maintaining a just-in-time manufacturing process
- Scaling the business as a result of increased sales and acquisitions
- Rapidly satisfying consumer demand for low carbohydrate products

#### Benefits

- Delivered new, low-carb products to market in less than 90 days
- Increased manufacturing flexibility through complete recipe management functionality
- Minimal integration issues in the acquisition of new companies and production facilities.
- Decreased stock outs by 99%

Michael Angelo's Gourmet Foods, headquartered in Austin, Texas, is a leading manufacturer of premium frozen foods and refrigerated products. The company was founded in 1982 by Sara Agnello and her son Michael, selling four family-recipe favorites: lasagna, stuffed shells, eggplant parmesan and manicotti. Over time, Michael Angelo's grew from selling its products in small local markets to placing products in large discount stores like Sam's and in major supermarket chains. Today, the Michael Angelo's product lines include a variety of Italian entrees, calzones, stuffed pastas, sauces and desserts.

## The Challenge

The cornerstone of Michael Angelo's production methodology is just-in-time production, a manufacturing process that eliminates sources of waste by ensuring the right part or ingredient is in the right place at the right time. Michael Angelo's operates on a very strict schedule to make sure that fresh ingredients are received and products are cooked, packaged and shipped to customers within 24 hours. Two major events forced Michael Angelo's to seek help in improving its already strong manufacturing capabilities: The company's rapid growth through sales and acquisitions, and the need to compete effectively in meeting the consumer-driven demand for low-carbohydrate prepared foods.

## Solution

Michael Angelo's turned to Aptean's Ross ERP solution to improve inventory management, visibility into production data, and to more effectively manage all aspects of its growing business, including the acquisition of a

new facility. Designed to address the specific needs of food processors, Ross ERP enabled Michael Angelo's to manage all of its formulas and recipes, while providing the business control critical to Michael Angelo's success.

## Results

Overall, Ross ERP has provided Michael Angelo's with more accurate visibility throughout its supply chain, generating greater efficiency in production cycles. Specifically, Michael Angelo's dramatically decreased its time to market with new products, enabling the company to optimize its processes and deliver new, carb-friendly products to market in just 90 days or less, significantly enhancing monthly sales.

"When U.S. consumers began to demand low-carb products, all food manufacturers kicked into high-gear to develop something new," says Ron Cantrell, Michael Angelo's chief information officer. "The recipe management functionality in Ross ERP enabled us to develop and bring to market low-carb, soy-based products that incorporate the company's high standards of quality and taste within three months."

Before Ross ERP, it took up to six months to complete the process of moving a product from initial development and testing to distribution. However, with the recipe management functionality in Ross ERP, Michael Angelo's was able to begin to quickly and easily change to recipes, ingredients and product lines within the system. This flexibility made it much simpler for the company to design and manufacture different products to capitalize on consumer demand or trends.

Michael Angelo's also saw immediate integration benefits from using Ross ERP during its acquisition of Mallards, a gourmet pasta and sauces company. With Ross, Michael Angelo's replaced the existing SAP installation at Mallards and was live on Ross ERP in just 90 days.

"Since the implementation of Ross ERP, our production has increased by 500 percent and we have nearly doubled our business in just three years," says Cantrell. "This significant growth has taken place in the same size production facilities and is directly attributable to more accurate visibility and efficient production capabilities. Today, we can produce and distribute in one week the

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**Ron Cantrell**  
Chief Information Officer

same amount of food that we could have done previously in a month. This has enabled us to greatly increase our sales and target a variety of new and expanding markets."

The Ross applications have also enabled Michael Angelo's to improve its relationships with existing customers like Sam's and Wal-Mart, while the systems production capabilities are helping the company to expand into new markets, including retail and airlines. Ross has enabled Michael Angelo's to move from batch to real-time processing, increasing efficiencies in production and distribution of each product line.

## Aptean Ross ERP

Aptean Ross ERP is a next generation Enterprise Resource Planning system for growing, mid-market food and beverage, specialty chemicals and pharmaceutical/bio tech organizations. It supports and transforms the enterprise with specialized capabilities that reduce costs, increase efficiency, and provide compliance for organizations. Ross has been designed with best business practices to support your unique requirements and processes. With Ross, you'll also benefit from flexible deployment options, including SaaS and on-premise.

Interested in learning more about Aptean's Ross ERP? Please contact your account manager or email us at [info@aptean.com](mailto:info@aptean.com).



Aptean provides very specific industries with very specific ERP, supply chain management, and customer experience solutions. In today's fast-paced, highly competitive economy, organizations don't have time to waste forcing homegrown software, spreadsheets, and one-size-fits-all solutions to do things they were never designed to do. Aptean is on a mission to end those workarounds – with industry-specific solutions instead of generic software, expert support instead of making you go it alone, and a steady influx of new ideas instead of the status quo. For more information, visit [www.aptean.com](http://www.aptean.com).