



Al's Beverage Quenches Its Thirst for an Accounting Solution with Preferred Logic

The Challenge

Al's Beverage Company was operating under two accounting systems as a result of a business acquisition, making the operation nearly impossible to manage.

The Solution

The implementation of Sage Accpac by Preferred Logic provided useable data generated from customized reports, allowing Al's Beverage Company to make better business decisions.

The Result

The simplicity of Sage Accpac software has saved Al's Beverage Company the expense of hiring outside IT support for their operation while allowing them to accurately project markets for future growth.

Al's Beverage Company Inc. has been a leading manufacturer of over forty fountain soft drink concentrates since 1985. Al's Beverage Distributors (formerly known as Jason's Soda Company, Inc.) is a distributor of fountain soft drinks and beverage dispensing equipment in the Connecticut marketplace. From their 35,900 square foot, state-of-the-art facility in East Windsor, CT, Al's manufactures a full line of private label products. In addition, they are the leading licensed manufacturer in the US of fountain soft drinks for Cadbury Schweppes American Beverages.



The Company has experienced substantial growth over the prior years through internal growth and acquisitions. It intends to continue its growth not only through the consolidation of the independent segment of the fountain beverage industry but by identifying and creating new growth opportunities for the syrup products it manufactures.

A New Mix Goes Flat

With the acquisition of Jason's Soda Company, Marjorie Feldman, president and Chief financial Officer for Al's Beverage Inc. realized the need to integrate both companies under one accounting software solution. Al's Beverage Company had been using an older version of Accpac software for many years to track their financial records and inventory. The software acquired with the purchase of Jason's Soda Company did not compare to the superior accounting tools offered with Sage Accpac. With their extensive inventory and over 1,000 customers on the retail side in addition to tracking the equipment rentals, Marjorie needed a comprehensive system to manage the operation.

The Perfect Combination of Flavors

Al's Beverage Company was in need of a software solution that could adapt to the growth of their business and provide them easy access to the information that would allow them to gain a competitive advantage within their industry. They purchased

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Al's Beverage Company

www.AlsBeverage.com

Company Profile

Type of Business:
Food and Beverage

Headquarters:
East Windsor, CT

System Profile

Sage Accpac

System Manager
General Ledger
Accounts Payable
Accounts Receivable
Order Entry
Sales Analysis

Preferred Logic

860 Prospect Hill Rd.
Windsor, CT

(860) 688-8088

sales@preferredlogic.com
www.preferredlogic.com

“The software is so user friendly, we haven't needed to hire extra support staff and have saved money in training expenses.”

Sage Accpac and partnered with Preferred Logic, with whom they shared a long-term relationship. Preferred Logic was able to provide the guidance, technical resources and training to ensure a smooth implementation. Because Preferred Logic has extensive experience in working with the food and beverage industry, they were able to capture the software needs of Al's Beverage Company and customize valuable reports, allowing for better management of the business and the ability for quicker growth.

Marjorie states that, “We had to report on the equipment in every single town and county and provide the relevant property tax information for our clients. Preferred Logic was able to develop a report that captures the specific details of property taxes in every town in relationship to the location of our equipment, saving us valuable time and money doing data input and researching old records.” Al's Beverage Company is continuing to grow and expand into new markets, relying heavily on the Sage Accpac software to manage their operation. With no in-house IT support person, Preferred Logic handles many of the IT issues, even on the weekends or after business hours. “They are so knowledgeable, responsive, consistent and reliable. They really wow me!” exclaimed Marjorie.

The Satisfying Taste of Success

With the completion of the Sage Accpac implementation, Al's Beverage Company has benefited from the simplicity of the software and the useable data provided by each customized report. “We are truly able to better manage the business, being able to provide and make sense of accurate numbers that allow us to identify customer trends and buying patterns,” Marjorie states. “Not to mention, the software is so user friendly, we haven't needed to hire extra support staff and have saved money in training expenses.” Al's Beverage Company will continue to grow, as it seeks new markets within the fountain beverage industry thanks in part to the successful partnership with Preferred Logic and implementation of Sage Accpac,



Preferred Logic is a full service solution provider specializing in Sage Accpac ERP. We take pride in providing superior service and reliable products to help your business operate more efficiently and give you access to the information necessary for you to gain a competitive edge in your marketplace.

Sage Accpac's scalable Accounting and Business Management solutions are designed to meet the needs of your business and your budget.

