

## Bright Blue Foods



### **Introduction: About Bright Blue Foods**

Bright Blue Foods (BBF) is one of the UK's leading cake and chilled dessert manufacturers with five bakeries based in the UK and Poland. BBF develops and manufactures an extensive range of high-quality ambient cake products across several different categories including Celebration cakes, fruit pies and tarts, chocolate enrobed cakes, Christmas cakes and mince pies. Their newly acquired wide variety of chilled desserts extend their sweet treat offering to also include cheesecakes, sponge puddings and crumbles. BBF's aim is to meet customer demands and deliver the right, high quality, products to market on time.

### **Solution: Consultancy support has been paramount**

BBF initially selected Scanmarket as their eSourcing Solution provider due to the extreme efficiency and ease of use of the system. However, what has really been the defining strength of the Scanmarket offering in BBF's case is the agile, multi-faceted consultancy support. Scanmarket's eSourcing consultants are former procurement high-flyers, with a wealth of experience running sourcing events, managing categories and dealing with daily life in a procurement role, meaning that they fully understand the sourcing challenges and objectives from the perspective of their customers. This is paramount, especially when changes in an organization require immediate, informed, bespoke procurement support from their providers to assist those changes.

Recently, BBF has successfully completed a large-scale M&A initiative, doubling the size of the business.



### **Benefit: Scanmarket training and workshops**

According to BBF's Head of Procurement, Franco Fraone "The Scanmarket team immediately stepped in to support the overnight surge in sourcing activity by organizing comprehensive training and workshops for the newly centralized procurement team, demonstrating the simplicity, ease of use and intuitive nature of their eSourcing platform."

## Result:

“As a result of the instructor’s deep procurement knowledge, expertise and excellent support, the procurement team quickly adopted the initiative and committed to a very ambitious project plan of events. Several auctions have now taken place realizing savings across the portfolios. I would have no hesitation in recommending the Scanmarket platform to other organizations which need to quickly and comprehensively take control of their spend and realize urgent cost savings.”

The Scanmarket team immediately stepped in to support the overnight surge in sourcing activity by organising comprehensive training and workshops for the newly centralised procurement team, demonstrating the simplicity, ease of use and intuitive nature of their eSourcing platform.

”

**Franco Fraone, Head of Procurement**

[Read More](#)