



# Hamilton Grant

for food & beverage

Customer Case Story: Newly Weds Foods

## Trusted Solution Inspires Confidence Across the Customer Chain

Newly Weds Foods is a world leader in food ingredient technology (Customised Taste Technology), with a network of R&D, manufacturing and service facilities around the globe. The company boasts world class manufacturing facilities, and manufactures and distributes a broad product range that includes Japanese style breadcrumbs, batter and breaders, seasoning products, specialty blends and liquid sauces for a wide variety of manufactured foods destined for markets around the world.



“As well as radically improving all aspects of our business, the Hamilton Grant System has allowed us to improve relationships with our suppliers and customers. We can rely on it, and our customers can rely on it.

We are now fully confident in our ability to adhere to international legislations and customer requirements, and can quickly demonstrate compliance with various quality inspections and audits required by our many international customers.”

Greg Bonnefin  
Regulatory Technical and Development  
Director  
Newly Weds Foods

In such a competitive and dynamic international market, Newly Weds Foods places great emphasis on its ability to work closely with customers to develop high quality, yet affordable solutions which meet the regulatory requirements of the end products’ final destinations.

“We have a global customer base and our products are destined for end markets in the EU and around the world,” explained Greg Bonnefin, Newly Weds Foods Regulatory Technical and Development Director. “As such, we have to conform to a large number of varying country and EU regulations, and meet the strict requirements laid down by major supermarket groups and other food distributors and resellers.”

### Effective, accurate and efficient product line management

As a part of this process, Newly Weds Foods had to gather a wide range of data from supplier information sheets, detailing products, declarations, additives, allergen information, nutrition content, calorific values, etc. With an ongoing business growth, which required some 3,000 different documents each month, and a 15% year-on-year increase in documentation, the existing manual Microsoft Word-based process was no longer viable.

“We needed a completely new solution to manage our ever increasing product line effectively, accurately and efficiently,” continued Greg Bonnefin. “As well as providing comprehensive documentation that had to conform to various government legislations and customer requirements, it was crucial that the information we provided was completely accurate and up-to-date. Our Microsoft Word system had the potential to introduce errors and did not place any real responsibility on our suppliers to provide the required standards of information, and so we decided to implement a recipe and specification management system.”



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## The solution of choice

Newly Weds Foods Australia had already implemented the Hamilton Grant Recipe Management System to manage its complete recipe cycle from new product development, through to the creation of product technical data. “It was clear that the HG Recipe system would meet all of our existing and future requirements,” added Greg Bonnefin. “The fact that the system had already been adopted by a sister business also meant that we had direct access to first-hand knowledge and experience.”

As the HG system is also used in Australia, a further plus was Hamilton Grant’s association with the Australian Food and Grocery Council (AFGC) – Australia’s leading national organisation representing the country’s packaged food, drink and grocery products manufacturers. Additionally, the HG System was the only system that supported the Food Industry Product Information Form (PIF) - a tool developed by the food industry in Australia and New Zealand to obtain the information needed to meet obligations under regulatory requirements and industry codes in regard to foods and food ingredients in a consistent and standardised manner. Introduced in 2008 to give all food businesses a standardised form for collecting, labelling and product information, Hamilton Grant’s support for PIF would put the onus on Newly Weds Food’s suppliers to provide the necessary and accurate information that could be validated and automatically uploaded into the HG System, saving time, reducing costs and ensuring complete accuracy.

Following discussions with the sister organisation, and detailed analysis and review of the capabilities delivered by the HG System, Newly Weds Foods Thailand recognised that they had found their solution of choice. Surprisingly, for such complex and comprehensive solution, Newly Weds Foods found the implementation and configuration of the system to be a relatively straightforward and pain-free process. “Obviously we encountered some issues, and needed HG’s support and advice, but overall we have received first class support from HG – far superior to that provided by other software houses we have dealt with,” said Greg Bonnefin.



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## Putting the onus on suppliers

With the HG Recipe Management System being used to manage raw materials and finished products, Newly Weds Foods is now about to implement Hamilton Grant's Product Data Management (PDM) module – a system that operates in multiple languages and includes a revolutionary 'Form Designer' to give Newly Weds Foods the ability to design and adapt specification templates and other forms. "The PDM system is a highly effective tool for the management of data and once implemented, will be used by our suppliers to provide all necessary information," explained Greg Bonnefin. "Initially, we will use the PDM for our Thai suppliers but plan to roll it out across to our Philippine operations to replace our existing system. The HG system removes manual document creation from any potential for errors and places greater responsibility on our suppliers to provide accurate and accountable information."

Now live, the Hamilton Grant Recipe Management System is transforming the way in which Newly Weds Foods manages all aspects of its continuously expanding product line. It provides new product development with "what if?" analysis and supports the company's business growth. "As well as radically improving all aspects of our business, the Hamilton Grant System has allowed us to improve relationships with our suppliers and customers. We can rely on it, and our customers can rely on it," concluded Greg Bonnefin. "We are now fully confident in our ability to adhere to international legislations and customer requirements, and can quickly demonstrate compliance with various quality inspections and audits required by our many international customers."

## Benefits:

- Straightforward and pain-free implementation and configuration
- Solution manages increasing product line effectively, accurately and efficiently, providing comprehensive documentation that conforms to various government legislations and customer requirements
- Hamilton Grant's close association with the Australian Food and Grocery Council (AFGC) and support for PIF puts the onus on suppliers to provide accurate information, saving time, reducing costs and ensuring complete accuracy
- Product Data Management (PDM) module enables the design of specification templates and forms, removing the potential for errors and providing "what if?" analysis to support business growth
- Improved relationships with suppliers and customers
- Ensures adherence to international legislations and customer requirements
- Enables compliance with various quality inspections and audits required by international customers.