



CASE STUDY



Renfro Foods

The “Biggest Little Guys” in the Salsa Business Do EDI Like the Big Guys

The Challenge

Over twenty years ago, Renfro Foods began to get requirements from their large retail customers to do Electronic Data Interchange (EDI). Back then, there were very few EDI solutions for small businesses. Doug Renfro, President of Renfro Foods and recent inductee into the Specialty Foods Hall of Fame, recalls, “The EDI solutions we found were for large companies with IT departments. We were tiny, and IT was one of my many other duties.” Renfro Foods needed a solution that was inexpensive, easy-to-use, and dependable, from a provider who could walk them through technical issues. This challenge still exists today for specialty food vendors who want to sell to most retail, distributor, and e-commerce marketplace customers.

The Solution

Renfro Foods selected Edict Systems’ WebEDI service to quickly start doing EDI with their most demanding customers. WebEDI’s easy-to-use browser interface enabled them to meet their customers’ EDI requirements without needing to know EDI.

Today, Renfro Foods is the 9th largest U.S. salsa maker, producing more than 60,000 jars of product per day. They sell through leading supermarkets in all 50 states via EDI. Because of this growth in customers and order volume, they now use Edict Systems’ cloud-based EnterpriseEC service with data mapping integrated with their accounting system, AccountMate. This is referred to as integrated EDI, and provides hands-free order entry and EDI invoicing from AccountMate, which streamlines their Order-to-Cash processes.

This saves time and money by automatically mapping and loading EDI purchase orders into AccountMate and translating invoice data into EDI for transmission to customers.

“We’ve added many customer partners over the years and Edict Systems has always helped us through various hoops. We still appreciate their stability and constant improvement.”

Doug Renfro
President, Renfro Foods, Inc.



About Renfro Foods

Renfro Foods is a third-generation family business founded 78 years ago in Fort Worth, Texas, as a packaged spices and pepper sauce business. Today, Renfro Foods is known for its innovative line of award-winning Mrs. Renfro’s salsas, which come with a simple and tasty recipe right on the label. In addition to salsa, Renfro Foods manufactures a variety of sauces and relishes, including 34 Mrs. Renfro’s products distributed through leading supermarkets, gourmet foods stores and gift shops in all 50 states, Canada, the Caribbean, England, Scotland, Germany, Spain, Australia, and the Philippines.