

CASE STUDY

# With Accessible Insights, Supplier of Artisanal Breads Grows Sales with Greater Precision



Wholesale - Food & Beverage



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David Willson,  
Sales Manager.

SPECIALITY  
BREADS

Before most kitchens turn on the lights, the team at Speciality Breads is already at work—hand-shaping dough, preparing frozen loaves, and baking a wide variety of artisan breads.


Founded in 1994, this Kent-based bakery has grown into one of the UK's leading suppliers of artisanal baked goods for the food service industry. From ciabattas to plant based sweet treats, Speciality Breads has built its name on quality, craftsmanship, and a commitment to local sourcing.

## Inaccessible Data, Lost Sales Opportunities

Specialty Breads relies on a team of sales professionals that works outside of their kitchens and constantly calls on customers across the UK. This team used to track customer and sales data using basic spreadsheets—manually digging through files and interpreting figures line by line. This setup wasn't fast or flexible. If sales reps needed information, they had to ask for reports well in advance so Specialty Breads' analysts had time to pull the data.

What the team needed was a simple, centralised system—something intuitive and accessible, yet powerful enough to provide meaningful insights. “We needed simplicity rather than deep levels of data,” says Simon Cannell, Managing Director at Specialty Breads. “Most importantly, we needed a system that people would use.”

Speciality Breads observed firsthand how sales-i met their needs. After seeing the solution in action, the company moved all their key data—sales figures, customer details,



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Gareth Roberts,  
Account Manager.

finance info, and marketing contacts—into sales-i. They set up the new system with clearer, more focused groups instead of using broad categories from old reports. Segregating information this way made it easier for the team to see trends and drill into specifics.

## Instant Access to Insights

The Specialty Breads team then set up reports to monitor performance in real time. Instead of the previous static PDFs, sales personnel now get information via easy-to-access links. This enables sales representatives to slice and filter the data—whether it's by customer, region, or product. The team also relies on ready-made templates like the customer-facing Snapshot Report. “You can instantly compare a customer's buying behaviour to the rest of the business and see where they're overperforming or underperforming,” explains David Willson, Sales Manager at Specialty Breads..

Specialty Breads also uses sales-i to automatically send pricing updates to customers, replacing the printed letters they once sent by post. The system tracks exactly when each customer receives the email, when they open it, and when a follow-up reminder is sent.

The team at Specialty Breads picked up the new solution quickly, with most of them using it daily. “They're using the system independently. It's a very user-friendly solution,” shares Willson. “If we ever run into issues, the sales-i team is quick and eager to respond.”

## Big Picture to Fine Detail

The biggest benefit has been instant, effortless access to data—saving Specialty Breads the time they used to spend gathering, analysing, and sharing information. “If someone has a question, they just press a button and instantly find all the answers themselves,” says Willson.

These curated, on-demand insights give the team a helicopter view of customer behaviour—making it easy to spot trends and monitor sales performance at a glance. “You can identify gaps, seize new opportunities, and even compare customer performance within their buying groups—something we couldn't do before,” Willson adds.

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The system also provides a deeper, more granular view. “There's so much information in there—you can almost see what your customers had for breakfast,” Willson shares. If someone asks why a specific category is down, Willson can immediately point to the reason—whether it's because products were reclassified or customers have shifted from one type of burger bun to another. “Before, drilling into the detail was slow and time-consuming, so we often missed the smaller issues,” he adds. “Now, we have that clarity instantly.”

### Reacting with Precision

This real-time, detailed visibility allows the team to react faster and in a more targeted way. “Instead of waiting for year-end reports to notice issues, we now spot them instantly and take action,” Willson shares. For example, when the bakery saw customers shifting from butter-based to plant-based products, it adjusted production to meet the demand.

With sales-i, Specialty Breads walks into customer meetings better prepared—armed with the data they need to make a strong case. When a customer in Ireland was unsure about switching to plant-based products, the team showed them what others in their buying group were doing. “That sealed the deal,” says Willson. “It took us half an hour to pull the data with sales-i. Before, it would've taken days.”

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## Empowered to Scale

Finally, with clear data, Speciality Breads has been able to run smarter campaigns and drive growth. When interest picked up around a new burger bun, the team quickly identified which customers were most likely to be interested—those already buying similar products—and tailored their outreach accordingly. “With sales-i insights, we give the sales team a clear focus,” says Willson. “They usually only get about an hour with a buyer, so we make sure they’re covering the things that matter.”

As Speciality Breads prepares to move into a new purpose-built bakery—with the capacity to grow from £11.6 million in revenue to £100 million and beyond—there’s a strong sense of momentum across the business. Teams are deep in planning, focused not just on increasing output but also on selling smarter. Having the right data at their fingertips has never mattered more. It gives them the clarity to move quickly, make confident decisions, and focus their time where it counts. “This is the power of good data. If you can spot opportunities in time, you can work smarter, harder, and more efficiently,” says Willson. “It’s tough out there—more competitive than ever. So any edge you can get, you need to take.”

# Work smart. Sell smart.

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