



INCREASING WHOLESALE ORDERS

Small Town Baker Creates Renowned, Old-Fashioned Treats



OVERVIEW

A local, small town bakery based in Southern Ohio, Sheril Ann's wanted to grow their wholesale business and, in particular, partner with more restaurants, retailers and companies as the go-to dessert supplier for old-fashioned candies, pies, cookies, dessert bars and cakes. After baking wholesale for 10 years, owner and life-long baker, Sheril Ann Farmer, decided to enhance the flavors in her old family recipes – that have been handed down from three generations – by using Bickford Flavors' all-natural extracts. Since the change in flavor sources over three years ago, Sheril Ann's is thriving with wholesale orders and gift basket, party tray, and large and small event requests with their baked goods.

Every baked good produced by Sheril Ann's is made from all-natural ingredients, with many sourced locally.



CHALLENGES

The greatest challenge for Sheril Ann's was finding flavors and extracts that aligned with their baking philosophy. Every baked good produced by Sheril Ann's is made from all-natural ingredients, with many sourced locally. If an ingredient can't be found naturally and locally, Sheril Ann Farmer will make it herself. With the taste reputation of Sheril Ann's baked goods on the line, and with unyielding dedication to all-natural ingredients, how can Sheril Ann's achieve unique, exquisite, premium flavors without compromising its high-quality, wholesome mission?

HOW BICKFORD FLAVORS HELPED

Bickford Flavors not only helped Sheril Ann's achieve the exact flavor consistency they were looking for, but also helped them remain true to their all-natural ingredient list. Since every Bickford Flavor originates from all-natural, premium flavor sources, Sheril Ann's felt more confident than ever in their end product, and partners and consumers began taking notice more than ever to Sheril Ann's entire line of baked goods.

Bickford Flavors are:

- All-natural, certified Kosher, and backed by our very own 100-year-old formulas
- Formulated to be stronger than other flavoring methods
- Suitable for almost any application
- Can deliver the exact flavor consistency an application needs

RESULTS

Sheril Ann's chose to work with Bickford Flavors because of:

- Ease of ordering
- Friendly, helpful customer service
- Great quality flavors & extracts
- No minimum order
- Our prices
- Our commitment to ship within 24-hours

