

BetterBody Foods Partners with Alpine to Streamline Operations and Drive Efficiency Through ERP Modernization



1 Introduction

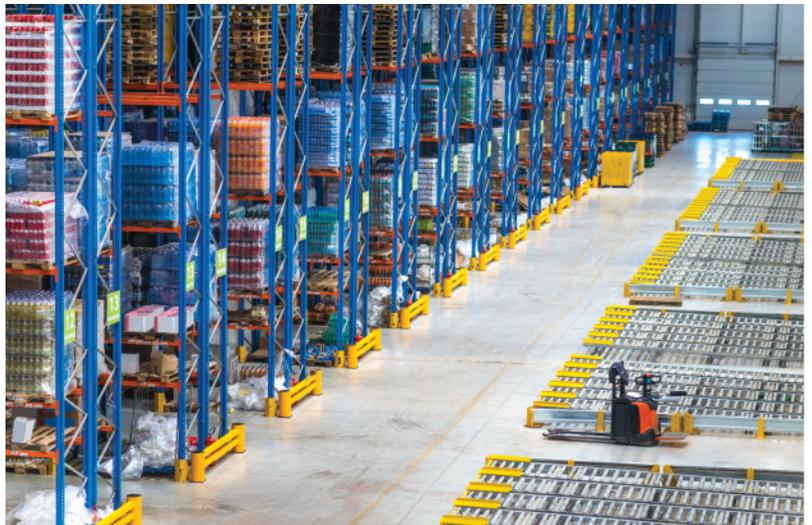
BetterBody Foods (BBF), founded in 2007, is dedicated to helping people live healthier lives through better food choices. The company sources high-quality, natural, and organic ingredients from around the world and produces a diverse portfolio of health-focused products distributed to major retailers like Walmart, Costco, and Amazon. Headquartered in Utah, BBF operates multiple production and warehouse sites, including dedicated allergen and non-allergen facilities, using a centralized “hub and spoke” fulfillment model.

As the company continued its rapid growth—adding a new Massachusetts production site and expanding its e-commerce operations—it faced mounting challenges with inventory control, production scheduling, and operational efficiency. To modernize systems, standardize processes, and improve visibility across its supply chain, BetterBody Foods partnered with Alpine Supply Chain Solutions to implement the Deacom ERP system across all sites.

2 Challenge

BBF's existing operational tools and processes were no longer sufficient to support its scale and growth trajectory. Scheduling and planning were managed through spreadsheets distributed daily, with updates made by hand and communicated verbally. This manual process led to misalignment between production and warehouse teams, causing excess raw material inventory, space constraints, and significant product waste. Data visibility was limited across facilities, making it difficult to track inventory accurately or optimize material flow. Each site operated slightly differently, resulting in inconsistent procedures and a lack of standardized SOPs. The company also struggled with paper-based workflows, fragmented reporting, and minimal vendor support during go-live activities.

While BBF's leadership team and employees demonstrated strong collaboration, trust, and dedication, the organization recognized it needed deeper expertise in ERP implementation and process standardization to achieve operational excellence and scalability.



3 Solutions

Alpine's role was to act as a client-side implementation partner—translating operational needs into executable system design and ensuring readiness for a successful multi-site go-live.

Alpine began by developing standard operating procedures (SOPs) and work instructions aligned with BBF's unique production and warehouse workflows. The team created testing materials, conducted user acceptance testing (UAT), and facilitated readiness sessions across all four facilities. Alpine's approach emphasized hands-on, on-site support to ensure that BBF's teams fully understood how the new ERP would transform daily operations.

Alpine also worked closely with BBF to eliminate reliance on spreadsheets, integrate scheduling and MRP capabilities, and enhance reporting visibility for real-time production tracking and inventory management. Throughout the engagement, Alpine's consultants provided not just system expertise but practical guidance rooted in supply chain best practices and change management discipline.



4 Implementation

The ERP rollout spanned multiple facilities and functions, requiring careful coordination across planning, production, and warehouse teams. The initial project timeline targeted a 6–9 month implementation beginning in December 2023, but integration and resource planning extended the go-live to April 1, 2025.

Alpine provided on-site consulting support during key project milestones, leading the design adaptation, testing execution, and training programs for BBF's subject matter experts and end users. During go-live, Alpine was embedded at three critical sites, providing hyper care support to ensure stability and immediate issue resolution.

The result was a smooth transition, minimal disruption to production and shipping, and full operational capacity across all four facilities within days of deployment. Alpine's partnership model ensured strong collaboration between BBF, Deacom, and internal leadership, keeping the project on track and within budget.



5 Results

The joint effort between BBF and Alpine delivered a successful ERP implementation that achieved both short- and long-term objectives. Immediately after go-live, operations across all facilities reached full capacity with minimal downtime—an uncommon feat for a multi-site ERP rollout. Production and warehouse teams benefited from standardized workflows, clear SOPs, and real-time data visibility.

BBF now operates with greater accuracy in inventory tracking and improved scheduling efficiency, and better visibility to the timing of material requirements. The company expects ongoing gains in productivity and cost control as the ERP system continues to optimize planning, reporting, and warehouse execution.

Long-term, BBF anticipates strengthened cross-functional collaboration, enhanced data-driven decision-making, and a scalable digital foundation to support continued growth. With a unified ERP platform, BetterBody Foods is positioned to streamline its operations, expand its product lines, and continue delivering on its mission to help consumers “live better through better food.”

