



Case Study Dawn Foods

Dawn Foods

Founded: 1920

Headquarters: Jackson, Michigan,
United States

Industry: Bakery

Employees: 4,000

Partner:



The company

Dawn Foods is a B2B manufacturer and distributor of bakery ingredients and baked goods to 22,000 independent and local bakeries in North America. Founded in 1920, the company has been family-owned for 65 years with Carrie Jones Barber as CEO.

The challenge

To meet the demands of an evolving customer base and to expand, Dawn Foods sought to add self-service capabilities leveraging eCommerce so customers could quickly and efficiently manage their accounts, browse product catalogs and place orders.

The solution

For a modern commerce architecture, as well as a future-proof, flexible and agile solution, Dawn Foods selected commercetools in the backend and Contentstack for the frontend to give Dawn Foods maximum flexibility.

The result

Dawn Foods rolled out their eCommerce on July 1, 2020. More than half of their customers registered for online ordering during this launch, the number of items ordered doubled and the relationships with in-field sales reps became consultative.