

## Dougherty's Restaurant & Food Company

### Dougherty's Restaurant & Food Company Launches New Product With Assistance From NEPIRC

#### Company Profile

Dougherty's Restaurant & Food Company is a third-generation family-run business that began as a local restaurant but grew into a small-scale food manufacturing business that produces, distributes and sells pre-packaged food products through retail stores and other local eateries. The company manufactures, bakes, packages, labels and distributes its food products throughout Pennsylvania and will soon launch a new website to avail itself to worldwide sales.

#### Situation

Dougherty's Restaurant & Food Company wanted to introduce its gourmet baked bean products to the market, but were unsure as to the product's refrigerated and non-refrigerated shelf life, the best container (both visually and functionally) to package the beans within for maximum shipping, storage and display results, and the proper way in which to have the product certified as Organic, Gluten-Free and All-Natural. The company turned to NEPIRC after learning about Lean for the Food Industry and visiting with NEPIRC representatives.

#### Solution

NEPIRC worked with Dougherty's Restaurant & Food Company owners to identify a network of regional providers of specialty food testing, packaging, marketing and distribution services and helped the company evaluate those providers and move through them sequentially in a way that minimized the company's go-to-market expenses, reduced new product introduction lead time and resulted in the effective bottling, labeling and distribution of their baked bean product. Working with NEPIRC and a team of other consultants, the company confirmed the shelf life of its products, received Gluten-Free certification, is continuing to pursue Organic and All-Natural certification on its own, identified and selected a bottle manufacturer and performed in-store taste tests and market research.

#### Results

Dougherty's Restaurant & Food Company recognized the following benefits from this project with NEPIRC:

- Cost savings of \$24,000
- First-year sales of \$38,000
- Creation of 2 additional jobs.

#### Testimonial

*"NEPIRC's help was essential to us in the launch of our new product. They helped us directly with some of our needs, and provided referrals to other organizations and consultants for specialized services. Without their help, this new product would not have gotten off the ground. Now we're considering using them for other services – such as helping us find a sourcing company for some of our products and helping us with our next-generation website. Thanks NEPIRC!"*

Joseph Dougherty, Co-Owner