



# Food Data In The Palm Of Your Hands

## DDC Foods Limited - Hertfordshire

### Jack Morgan, Operation Director said:

"After reviewing a wide range of solutions, Sharp-aX proved to be the perfect fit for our business. The system offers a wide range of features to help ensure our operations run smoothly and efficiently, including delivery routing, workflows, dashboards, and an integrated website.

Over the 6+ years we have been using Sharp-aX, our business has continued to grow. During this time, we have needed to adapt and create new tools to support various processes and Sharp-aX has been ideal for this.

Its flexibility makes it easy to customise and tailor to our exact requirements.

Our integrated website has always performed well but we are now in the process of updating it. Currently working with the Sharp-aX web team to develop a newly designed site which we are very excited about. It's great to continue working with Sharp-aX on this and to keep everything in one place, especially as they are always willing to support improvements.

As a business, we rely heavily on personalised tools and make full use of the system's features. It's therefore reassuring to have such a friendly and efficient customer service team that we can always rely on for support whenever needed."



"DDC Foods Ltd was founded by Chris Christofi (MD) in 1996, for the purpose of offering an alternative range of snacks and soft drinks to the consumer, compared to the mainstream readily available brands. The point of difference would be that the products were truly innovative, healthier as well as new and exciting. The company would embrace new ideas and concepts from entrepreneurs who share the same vision and aspirations by creating brands that change the way we snack and drink.

Over the years, we have been instrumental in supporting such ideas and helping businesses showcase and distribute their products. This has been our company's ethos and true to our vision we have not diversified from this."



**Thinking about taking the next digital step?**

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**Call us to arrange an appointment for an online demonstration, a visit to your premises or for you to visit us here in Berkhamsted, Hertfordshire to meet the team. 01442 505950/  
sales@sharp-ax.com / [www.sharp-ax.com](http://www.sharp-ax.com)**

