

CASE STUDY: DEMITRI'S GOURMET MIXES LEVERAGES NETSUITE FOR E-COMMERCE SUCCESS

SuiteCommerce Advanced provides new sales channels

Overview

Demitri's Gourmet Mixes started when Demitri Pallis set out on a journey of mixology to create the perfect bloody mary mix in 1988. Not only did he achieve his goal, but Demitri's bloody mary mix now is the most award-winning mix on the planet.

The Seattle-based company has four bloody mary flavors, plus a long list of other related products. These delicious mixers are now enjoyed in hotels, bars, restaurants and nightclubs, and carried by grocery stores, in every state in the nation, and Demitri continues to produce locally using only natural ingredients.

Background

When Demitri's approached RSM, it needed some assistance with its existing NetSuite enterprise resource planning (ERP) implementation. In addition, the company was planning for a migration from Magento to SuiteCommerce Advanced for its ongoing e-commerce needs.

Solution

RSM jumped in and assisted Demitri's with all of its NetSuite requirements, including some ERP optimization initiatives as well as building a comprehensive, new, fully responsive e-commerce webstore.

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