



# From Onboarding to Impact: How AC Foods Implemented Bedrock for Smarter, Faster Selling

Discover how AC Foods unified seasonal produce data, streamlined workflows, and empowered sales to deliver retailer insights in real time — all through a seamless Bedrock onboarding experience.

## The Challenge

AC Foods, the grower-marketer behind beloved **Sumo Citrus®**, faced a familiar data dilemma unique to produce. Their syndicated data (Nielsen and Circana) was messy, seasonal, and non-UPC-based, making category performance hard to analyze. For years, the team relied on manual Excel dashboards built by a consulting partner to track sales and market share.



“We just kept adding more and more each year until the file got so large it became unmanageable.”

- Matt Dini, Marketing Manager, AC Foods

As the Sumo Citrus brand grew and the number of retail partners expanded, AC Foods needed a solution that could scale—one that would **free sales and marketing from spreadsheets** while maintaining the flexibility of self-service analysis.

## Why Bedrock

With a lean team and no dedicated category analyst, AC Foods chose **Bedrock Analytics** for its ability to:

**Harmonize Nielsen + Circana data** into a single, consistent view

**Empower sales teams** to run their own reports and explore insights

**Simplify reporting** by removing the need to sync on dashboard updates, edits, or fixes — giving the team more time back.



“We wanted something more manageable that empowered sales to be self-service. Bedrock connects our data in one place so we’re not looking at two silos.”

- Matt Dini, Marketing Manager, AC Foods

Matt had used Bedrock at a previous company and brought it forward again after seeing how well it fit **smaller teams** that still needed enterprise-grade analytics.

## Seamless Onboarding & Dedicated Support

→ Implementation began in the summer, led by Bedrock's onboarding team. They delivered a hands-on, collaborative process, answering every data harmonization question and customizing the platform to match AC Foods' unique produce metrics.

**80 metrics streamlined to 46,**  
preserving analysis quality while  
simplifying uploads

**Promotion metrics aligned**  
between Nielsen and Circana for  
consistent reporting

**Custom export templates**  
**standardized**—fonts, colors, and  
all



“The support was amazing. They went over and above—even troubleshooting fonts and colors. It really felt like a dedicated team on our side.”

- Matt Dini, Marketing Manager, AC Foods

## Early Wins

Even before the full sales rollout, AC Foods saw measurable impact across its workflows and retailer relationships:



### Real-time answers during buyer calls:

Sales and marketing can now pull data directly from Bedrock dashboards mid-meeting—filtering by retailer, timeframe, or promotion in seconds. This eliminates the old “let me check and get back to you” dynamic, allowing the team to respond confidently and build trust on the spot.



### Faster access to fresh data:

Before Bedrock, AC Foods received a single monthly dashboard. Now, the team receives weekly updates during the season, providing sales and marketing with faster visibility into performance and the ability to react to trends, adjust promotions, and prepare for retailer conversations in real-time.



### Streamlined, self-sufficient workflows:

What once required multiple handoffs between internal teams and consultants is now a simple, self-managed upload and refresh process. The result: fewer bottlenecks, faster turnaround, and greater ownership of insights.



### More credible, data-driven conversations:

Having harmonized Nielsen and Circana data at their fingertips lets the team speak with precision about performance and shopper behavior, reinforcing AC Foods' category leadership in every retailer discussion.



### Agility that matches a fast-moving business:

In a produce category where timing and seasonality drive success, being able to deliver insights on demand gives AC Foods a distinct edge, turning data access into a true competitive advantage.



“On buyer calls, we can now pull data and answer questions on the fly instead of circling back later by email. Having that visibility in real time builds instant credibility with retailers and strengthens our position in the category.”

- Matt Dini, Marketing Manager, AC Foods

## More Than a Vendor

From the CEO's personal check-ins to a congratulatory coffee card when Matt's first child was born, Bedrock's human touch stood out.



“Every interaction with Bedrock shows how deeply they care about their customers. That kind of partnership is rare—which is why I've brought them into two different companies and would do it again without hesitation.”

- Matt Dini, Marketing Manager, AC Foods

## At-a-Glance: AC Foods x Bedrock

Challenge	Seasonal, non-UPC data; Excel dashboards; limited analytics support
Solution	Bedrock Analytics unified Nielsen + Circana; self-service dashboards
Time to Value	Initial setup in weeks; sales rollout within the first season
Results	<ul style="list-style-type: none"><li>• 80 → 46 metrics simplified</li><li>• 1-week faster data access</li><li>• On-the-fly buyer answers</li></ul>
Team Experience	Dedicated, responsive onboarding + executive-level engagement

## Ready to give your sales team a competitive edge?

Join brands like AC Foods who use Bedrock to turn complex data into confident conversations. Visit [bedrockanalytics.com](https://bedrockanalytics.com) to [request a demo](#) today.