



Saint Joe Distributing, a fourth-generation, family-owned convenience distributor serving over a thousand locations, has been leaning into a digital shift. By equipping its sales team with modern digital tools, Saint Joe is

Problem

Supporting Growth Without Slowing Reps Down

Saint Joe operates in a complex environment. Longstanding customers rely on familiar ordering methods, while newer stores that are being operated by the next generation expect a more intuitive, mobile-first experience.

For Distributor Sales Reps (DSRs), that complexity often translated into:

- Time spent troubleshooting orders instead of selling
- Limited visibility into what customers were ordering in real time
- Friction when introducing new products or expanding foodservice assortments

Saint Joe's leadership saw an opportunity to support reps more effectively without forcing customers into a one-size-fits-all approach.

Schedule a Demo

Come see why hundreds of independent food distributors have chosen Pepper to power their eCommerce needs.

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A Measured Shift From Order Taker to Growth Specialist

Rather than replacing existing workflows overnight, Saint Joe introduced Pepper as a modern, flexible ordering experience that is particularly well-suited for food-forward stores and new customers.

"Pepper gave us a way to leap forward without disrupting what already worked," said Dayle Stewart, Director of Sales at Saint Joe Distributing. "It's intuitive...and it gives our team better tools to support customers."

With Pepper, Saint Joe enabled:

- Mobile, photo-driven ordering customers already understand
- Faster onboarding for new accounts
- Built-in controls like order minimums to support profitable growth
- Digital promotions to spotlight new and featured items

For Adam Mitchell, Regional Sales Manager, the impact was immediate.

"The biggest difference is visibility," Mitchell said. "I can see orders being built in real time. If something's missing, if a customer forgets to place an order, or if they're trying something new, I know right away."

- Coaching customers on product selection
- Introducing foodservice items naturally
- Expanding share of wallet within existing accounts

“That kind of growth doesn’t happen if you’re just taking orders,” Mitchell added. “It happens when you have the tools to stay engaged.”

Results

Momentum That Scales

Technology has also become a differentiator in competitive sales conversations.

“Having a platform like Pepper absolutely changes the conversation,” Mitchell said. “It shows we’re investing in our customers and making it easier to do business with us.”

For Saint Joe, the goal is enabling reps to sell smarter and customers to buy with confidence.

Today, Saint Joe continues to see strong momentum across the business,

- Faster adoption of new products
- Improved rep productivity and customer engagement
- A more consistent, scalable sales experience

By leaning into modern sales tools while respecting the realities of the convenience channel, Saint Joe is positioning itself for continued growth.

Looking Ahead

Pepper is a key part of how the team equips reps, supports food-forward customers, and competes effectively in a changing convenience landscape.

“This isn’t about replacing relationships,” Stewart said. “It’s about strengthening them with better tools, better visibility, and a better experience for everyone involved.”

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