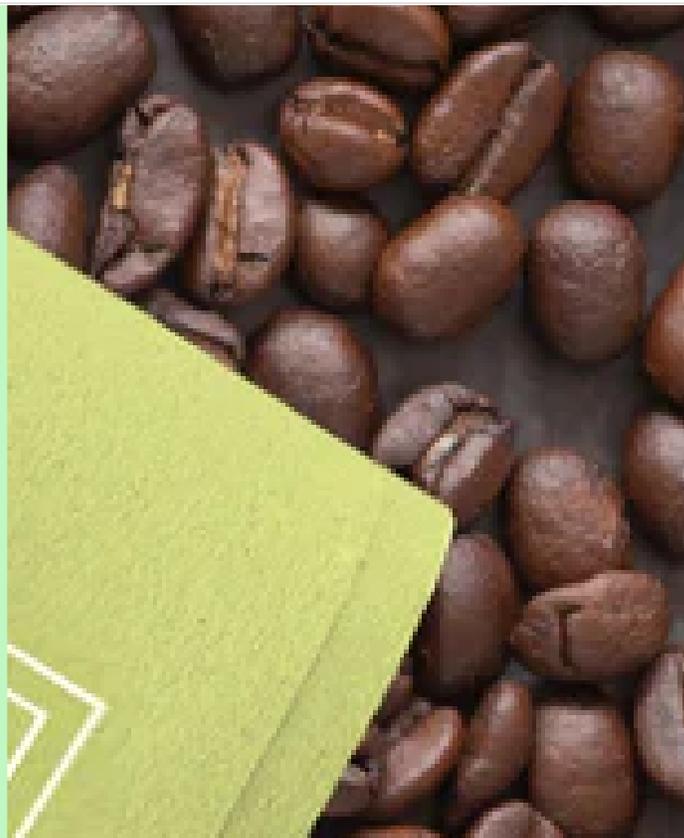




Terranova Coffee Co. is a family-owned roaster and distributor based in Sacramento, California. Like many independent distributors, they had long relied on a patchwork of text messages, phone calls, and emails to manage customer orders. When their first attempt at digitization with their B2B eCommerce platform fell short, Terranova turned to Pepper. The decision transformed not only their internal operations but also the way their customers discovered and ordered products.



KEY OUTCOMES

Problem

Manual Processes and a False Start at Digitization

Terranova's ordering process was highly manual, with staff spending hours each day taking orders across multiple channels, transcribing them into the system, and trying to correct inevitable errors. As [Julie Amos](#), owner of Terranova put it, "The front office was just bogged down with papers flying around the office."

At the same time, their initial technology partner failed to deliver. Customers still couldn't easily explore Terranova's

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It was clear the company needed something new: Integration with an inventory management system and a platform that would save time for staff while also empowering customers to order directly.

Solution

Seamless Transition, Reliable Integration, and Customer- Friendly Ordering

As Julie began to look for a different digital ordering system, Pepper stepped in to guide Terranova through this transition.

But as they began to build out their digital storefront, it became apparent that Terranova would be needing a new inventory management system: "We were starting to integrate with QuickBooks. The Pepper team jumped on it - but I had to press the pause button on Pepper because QuickBooks wasn't gonna work for us, and what I don't want is to integrate with something we're going to switch from in six months. Hayden and the team pressed pause while we solved that problem, and picked up right where we left off when we started again"

As the team began to integrate with [Luminous](#), the new inventory management system that Terranova

team stayed close, responsive, and solutions-oriented. "Even when it was bumpy [building out the integration] with the ERP, Pepper didn't skip a beat," Julie said. "They gave us confidence we hadn't had before."

Results

Time Savings, Stronger Operations, and Early Signs of Growth

The impact on daily operations was immediate. Instead of re-keying orders from texts and phone calls, the team began running orders directly through Pepper. The intuitive search bar and catalog functions alone lifted a huge burden, streamlining processes that had once consumed hours. "It was a breath of fresh air," Julie recalled.

Equally important, Terranova introduced customers to Pepper's mobile ordering experience. Within the first week, a long-time syrup customer discovered the company's new energy drink line in the app and added multiple bottles to her order. That single purchase underscored how digital ordering wasn't just about efficiency - it was about driving growth by putting the full catalog in front of customers.

catalyst for change. By saving time, improving accuracy, and opening the door to more customer-driven growth, Pepper has positioned Terranova for the next phase of its journey as a modern, digitally enabled distributor.

Pepper

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