



## Case Study | Charm City Beverage

**Charm City Beverage (CCB)** is a specialty beverage distributor in Baltimore, Maryland. The company started using BlueCart for a simple reason: They needed a system to track orders from Ordered to Processing to Fulfilled. QuickBooks is great at managing invoices, but CCB and its clients needed to track where the order was at any given time in the delivery process.

"It was really perfect for us when we met BlueCart," said Brian Ahern, Co-founder and CEO, "We wanted something to track orders through our system at a reasonable price, but everyone we talked to wanted to charge us hundreds of dollars just to get started. BlueCart not only handles the ordering, but they also give us all these other benefits. One of the most surprising side effects of using BlueCart is that sales went up because customers who used to only order one or two products were suddenly ordering five or six. It turned out they were looking through our catalog on BlueCart and finding new stuff on their own."

### How Charm City Beverage uses BlueCart:

**BlueCart handles everything QuickBooks doesn't: Communication with clients, order tracking, and client management.**

“ When we were only using QuickBooks, shipments would get confused and clients would fall through the cracks. It was driving us crazy.

**BlueCart makes online ordering so easy for customers that it actually increased sales.**

“ We used to have clients who would only order boxed water, because that's what they started using us for. With BlueCart, they see our whole catalog and order a lot more product because it's that easy.

**BlueCart gives them the same technology the big guys have without the high price point.**

“ We've been pitched on so much software that's supposed to help us, but everyone wants thousands of dollars up front, and a monthly fee we can't afford. BlueCart is affordable and helped us go from square one to fully operational in 24 hours!