

FOR IMMEDIATE RELEASE
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Rucker's Lean Six Efficiencies Lead to Record Fill Rate at Santa Maria Foods

RALEIGH, N.C. – Santa Maria Foods recently experienced an astounding result from using Lean Six Sigma. Thanks to the team at Rucker and Associates, Santa Maria was able to implement a more responsive and proactive approach, achieving record-setting fill rates and new levels of customer growth this year.

Santa Maria Foods manufactures and sells more than 100 different deli and grocery products with the brand names San Daniele and Mastro.

According to President David Rucker, the Lean Six Sigma strategy used with Santa Maria focuses on reducing lead-time by improving the flow of company processes. With these newly established efficiency principles, Santa Maria dramatically increased its customer base without adding extra resources. The company had its second-highest number of cases ordered this year.

In 12 months of using Lean Six Sigma, Santa Maria also achieved new performance levels such as an industry-leading fill rate for their authentic Italian deli meats. The meats' unique taste come from old-world recipes that use careful mastering, slow aging and the best ingredients.

"We believe this was an outstanding breakthrough to help Santa Maria move to that next level of customer growth," said Rucker. "We are excited to see Lean Six Sigma efficiencies in action, to the point it has helped Santa Maria achieve higher performance levels than they never thought possible."

About Rucker and Associates

Rucker and Associates is a high-performance consultancy dedicated to helping companies discover dramatic new efficiencies using Lean Manufacturing and Six Sigma improvement methodologies. Rucker uses a hands-on mentoring process with clients to produce dramatic results – training teams to accelerate change and implement continuous improvement. Every Rucker project features an unconditional guarantee. Learn more at <http://ruckerassociates.com/>.

About Santa Maria Foods

Santa Maria Foods has been delivering great-tasting, authentic Italian foods to North American consumers since 1978. Made according to the highest standards using old-world recipes refined over centuries, our products offer a unique taste experience that can only be achieved through careful mastering, slow aging and use of the best ingredients available. We celebrate the tradition of delicious deli meats and believe in respecting the art of old-world food by combining the finest ingredients, expert knowledge and time-honoured methods that cut no corners. Learn more at <http://www.santamariafoods.com/>.

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