

Case Study

Scaling With Confidence: How Next Level Now Helped City Fresh Foods Drive Growth And Combat Food Insecurity

City Fresh Foods, a mission-driven company tackling food insecurity, faced growing pains during rapid expansion in the pandemic. With Next Level Now's support, the company streamlined its financial processes, gained timely insights, and improved efficiency, allowing it to scale operations and better serve communities in need.



The Challenge

- **Rapid Growth & Operational Strain:** City Fresh Foods experienced rapid growth during the pandemic, surpassing its financial capabilities and struggling to keep up with rising demands.
- **Lack of Accurate Financial Data:** Risk of inaccurate financial reporting, which, despite their best efforts, affected timely decision-making.
- **Complex Supply Chain:** Supply chain disruptions, inflation, and the complexities of launching a new production facility compounded operational challenges in an already highly regulated industry.

"I want financial relationships where I have a lot more headspace to be creative and I have more resources to deploy to solve critical business issues, including meeting my team's expectations for wage, dividend and share value growth, and so do my shareholders. Next Level Now's work allows me to do that." - **Henry Rinehart, President, City Fresh Foods**

The Solution

- **Financial Leadership:** Next Level Now supplied a dedicated CFO, controller, and financial team, empowering more informed decisions.
- **Improved Forecasting:** Accurate, timely, and actionable forecasting and reporting eased financial burdens, streamlining operations and planning.
- **Operational Efficiency:** Enhanced financial oversight optimized operations, billing, and supply chain management, driving efficiency and reducing costs.

