

THE CHEF'S GARDEN®

www.chefs-garden.com



Growing vegetables slowly and gently in full accord with nature.

Our family farm produces exceptional specialty and heirloom vegetables, herbs, micro greens and edible flowers. Read more about what makes our product different.



The Chef's Garden

thunder::tech

FOOD/BEVERAGES

The Chef's Garden is a small, family-owned farm in Northeast Ohio that grows a wide selection of unique greens and vegetables using sustainable farming techniques and methods. From microgreens to heirloom vegetables to edible flowers, The Chef's Garden provides the freshest high-quality products to professional chefs around the world.

Increase in Sessions

61.76%

Background

The Chef's Garden has been delivering the finest culinary ingredients direct from their farm to restaurants for more than 30 years.

Goals

In approaching a new website, they needed a site that not only properly reflected their brand, but included e-commerce to make it quick and easy for chefs to order the fresh ingredients they need.

The e-commerce and product availability data needed to bi-directionally synch up with their custom made and innovative ERP system that maintains all of the many dynamic inventory items they offer.

Challenges

This legacy system presented numerous challenges, the most significant of which was how to approach the cleaning and transforming of legacy data to fit the new category structure, all while maintaining 100% accuracy.

Finally, the CMS platform needed to have user and customer activation features and a robust and flexible API framework to ultimately provide the ability to create custom modules and scheduled tasks that would allow for synchronization and data management.

Solution

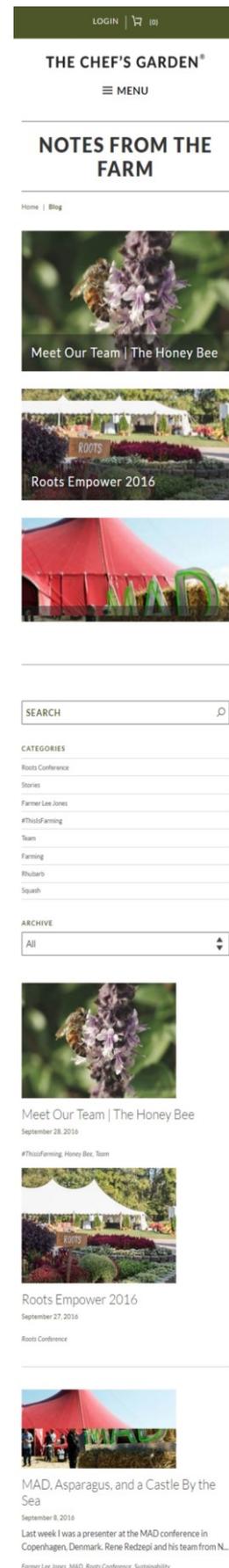
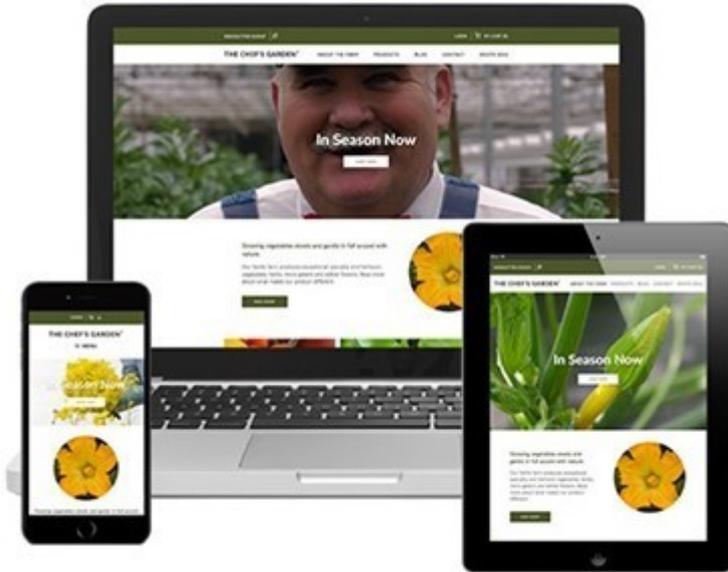
thunder::tech approached the project by recommending a robust CMS, Kentico, that would give The Chef's Garden the ability to easily create and publish new content in the form of blog posts, product updates and other communications to their clientele. With Kentico chosen, thunder::tech then began the work of integrating it with The Chef's Garden's homegrown database. The thunder::tech Application Development team was able to tackle this challenge and configure the database and Kentico so they seamlessly pass information back and forth, assuring that online customers have the latest and most up-to-date information on products. The Chef's Garden's customers have extremely high expectations of quality and service, and the online experience had to reflect that.

thunder::tech created and configured the following within Kentico:

- 5 custom page types and a blog
- 15 custom templates
- Custom basic workflows for authoring
- Custom checkout with custom integration
- 4 custom widgets
- 3 custom scheduled tasks
- 8 custom tables



- Integration with MailChimp
- 3 Forms through Kentico form builder
- Custom Shipping Provider



Results

As a result of creating their new site on the Kentico platform, The Chef's Garden has experienced impressive results across the board (data was collected from 8/31/2016 to 9/18/2016 and compared to the previous year period):

- 1st online order transaction in company history!
- Sessions: 61.76% 5,948 vs 3,677
- Users: 47.25% 4,385 vs 2,978
- Pageviews: 103.70% 41,295 vs 20,272
- Pages / Session: 25.93% 6.94 vs 5.51
- Avg. Session Duration: 41.24% 00:04:31 vs 00:03:12
- Bounce Rate: -23.87% 32.20% vs 42.29%

Key criteria for choosing Kentico

The client's aforementioned understanding of Kentico's ecommerce capabilities, content marketing capabilities, ease of use, customizations and scalability made the approach an easy decision.

- Made Kentico especially attractive as a platform.
- Afforded thunder::tech more room to move quickly on building the website, making the most of the tight deadline.
- Assured the website would be easy for the marketing team to maintain internally.
- Flexibility in API framework



- Blog
- Ability to customize the user and customer experience
- Architecture to scale

thunder::tech

We're thunder::tech, an integrated marketing agency that specializes in CMS strategy, needs and deployments.

We combine Web, advertising, graphic design, public relations and multimedia services into fully integrated marketing solutions.

Over the last decade in business, we've become a marketing agency of choice for middle market companies and brands looking to grow and challenge their marketplace.



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