

Success Story

Shaking up the right combination for business growth with Sage Accounting

Sibling cocktail creators increase productivity and gain room to grow with Sage Accounting



During the first Covid-19 lockdown, brother and sister team Rory and Tara Copplestone looked for ways to build upon their shared passion for hospitality. Having spotted a gap in the market for locally made craft cocktail mixers, they decided to set up their first business together.

Foxglove Cocktails focuses on creating 100% natural mixers to add to sophisticated cocktails. The company operates through its online store, social media, partnerships with local businesses and at farmers' markets around West Cork in Ireland. As a two-person team, Rory and Tara are responsible for all aspects of running the business. "We fell into our business model quite naturally," says Tara, "with me taking on more of the marketing and Rory taking on the numbers."

However, learning as they went presented the team with some significant challenges.

Key outcomes

- 2-3 hours saved every day with automated input of receipts with Sage AutoEntry
- Additional free time to spend on production, R&D and marketing
- Sage invoice reminder emails increase professionalism and increase customer response rate
- Targeted support from dedicated Sage team member
- Sage University delivers effective way to learn about business growth

Company
Foxglove Cocktails

Location
Ireland

Industry
Food & Beverage

Sage Products
Sage Accounting,
Sage AutoEntry



About Foxglove Cocktails

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Making a passion into a business

Rory and Tara were introduced to Sage through a friend, although at first thought their company was too small to gain much value from a software solution such as Sage Accounting.

But after initial conversations, they saw that Sage Accounting is specifically designed to provide small businesses with the tools they need to accelerate growth.

The duo realised Sage Accounting could provide Foxglove Cocktails with the ability to automate the processing of receipts, send and track invoices quickly and gain more visibility over its fledgling operations.

Supporting small businesses from the beginning

Good support in the first year of a business's life is crucial, and the Sage team has been there to help the siblings feel confident about continually taking the next step, says Rory.

"Before adopting Sage, I did everything in Excel," he says. "But Sage has given me a lot more structure, and that's down to the support we've received from the start," he adds. Neither Rory nor Tara have managed their own business before, so receiving tailored support is essential so they can get the most out of Sage Accounting.

Following an introductory webinar, the siblings got stuck in with Sage Accounting. "It surprised me how easy it was to use," says Rory. "Our dedicated business account manager has helped guide us from the start, and the Live Chat support online is great too. If I have a smaller technical query, I post a message and have the answer within 10 minutes. It helps me work productively."

The support Rory and Tara receive from Sage also extends to other aspects of the business. "I've been impressed with Sage University," says Rory. "The whole concept of short modules with tests at the end is great for personal growth during your free time. It's giving me an insight into how other businesses build on their success, so it's helping me think outside the box."



Sage Accounting allowed the duo to save time, freeing up 2-3 hours a day.

Enhanced productivity

For a two-person team, time is a valuable business asset. “We want to be out selling our products, and we need to make them well, so we only really have one day a week to handle financial admin,” says Tara.

Before the company adopted Sage, Rory spent a gruelling period manually going through months of receipts. “Before Sage, it took me over three weeks to go through six months’ of receipts. Now, with AutoEntry, I just take a photo and upload it to Sage every week using the app on my phone.”

This saves him around 2-3 hours per day that he now spends meeting potential new clients. “The time we are saving is directly translating into more production and client time. It’s also allowing us to explore more ways that we can expand the business,” he adds with a smile.

Gaining insights and efficiencies

Being able to keep track of payments as well as automatically generate invoices has been another important benefit from an efficiency standpoint, and this feature has been useful in other ways too.

“The reminder emails for late payments helps remove the awkwardness and add more professionalism and formality to the way we communicate as a business,” says Tara. “For our clients, getting an email from Sage validates the communication a bit more.”

The Sage Accounting dashboard also adds a level of visibility the team didn’t have before. “I love seeing the sales figures tick up,” says Rory. “Having the data all there acts as a motivator.”



“Sage has helped us adopt good operational habits that I feel will benefit us for the long term.”

Tara Copplestone

Business Owner, Foxglove Cocktails

The foundations for future success

As a business that has only operated during the pandemic, the easing of restrictions signals an exciting time for Foxglove Cocktails.

The company is already working on catering for events, such as festivals, and creating relationships with more retailers. This means hiring people and increasing the products we can offer, says Tara. “It’s great to know we can expand with Sage and do our payroll too.”

Rory agrees and says the stock tracking feature within Sage Accounting will be a useful tool in the future. “As we make the change from making everything to order to having more product in stock, being able to quickly generate inventory management reports will be hugely beneficial,” he says.

With Sage Accounting providing a secure foundation, the company is confident that it has access to the tools and support it needs to succeed. “Sage has helped us adopt good operational habits that I feel will benefit us for the long term,” says Tara.



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