

Success Story

Pieminister bakes up success with Sage

Automating financial management and payroll gives fast-growing food business the tools to scale efficiently

“Sage gives us confidence that our financial data is always accurate and up to date.”

Alex Newberry

Commercial Finance Manager, Pieminister



The challenge

Managing finances across multiple revenue streams—including restaurants, supermarkets, and wholesale—became increasingly complex as Pieminister expanded. Manual processes made forecasting and reporting sluggish, making it harder to track performance and scale effectively.



The solution

By implementing Sage Accounting and Payroll, Pieminister automated financial management, improved forecasting, and ensured seamless payroll processing, freeing up time to focus on growth.



Results with Sage Accounting and Payroll

With Sage, Pieminister has optimised financial operations, gained better visibility over performance, and scaled with confidence while maintaining efficiency and compliance.

- Simplified invoicing and reconciliation across multiple revenue streams.
- More accurate forecasting with real-time financial insights.
- Seamless payroll management for 250+ employees.
- Faster decision-making with instant, reliable data.

Company
Pieminister

Location
United Kingdom

Industry
Food and Beverage

Sage Products
Sage Accounting, Sage Payroll

About Pieminister

Pieminister is one of the UK's leading premium pie brands, supplying its award-winning products through restaurants, supermarkets, and independent retailers.



Keeping the dough rolling as the business grows

As Pieminister expanded, keeping on top of finances risked becoming a recipe for chaos. Selling through restaurants, supermarkets, and independent retailers meant dealing with hundreds of customers, each with different invoicing and payment terms. Managing it all in spreadsheets wasn't just slow—it left too much room for mistakes.

“Sage does make that really easy,” says Alex Newberry, Commercial Finance Manager at Pieminister.

“For our supermarket customers, it integrates with our ERP system, so we get all those orders and invoices really easily. That saves me a lot of time during the day, rather than having to do any of that manually.”

With invoicing under control, the next challenge was forecasting. Without an automated system, predicting demand felt more like guesswork than strategy.

“When I first started, it was all done in spreadsheets, and it took forever,” says Alex. “Now we've taken all that Sage data and use it to project forwards. That helps us predict demand for different pies, flavours, and packaging formats across all of our sales channels.”

More pies, more people, more payroll pitfalls

As the business grew, so did the team. But with 250 employees spread across restaurants, production, and head office, payroll was starting to look less like a simple recipe and more like a complicated soufflé—one misstep, and it could collapse.

“Managing payroll is a major thing when it comes to scaling,” says Jon Simon, Founder of Pieminister. “With so many employees across different locations, tracking holidays and compliance manually just wouldn't work. Sage has made it simple, ensuring everything runs smoothly as we grow.”

By switching to Sage Payroll, Pieminister took payroll admin off their plate. No errors, no late payments—just a smooth, automated process that freed up the finance team to focus on what really mattered: growing the business.



With payroll running smoothly, Pieminister's finance team can focus on growth instead of getting tangled in admin.

No more half-baked decisions

With Sage, Pieminister no longer has to rely on gut instinct to track performance. "We run reports daily, weekly, and monthly to track revenues across all our channels," says Alex. "It's great that I can just press a button and instantly compare this month's performance against last year or last quarter. It helps us spot any issues or opportunities straight away."

Instant access to financial data means they can adjust their strategy on the fly, whether it's ramping up production of a best-seller or cutting back on a slow-moving SKU before it becomes dead stock.

"Sage helps us pick up on any products that aren't performing well across different markets," Alex explains. "With so many different packaging types and product lines, it would be easy for something to slip through the cracks. Now, we can step in before a product becomes a problem."

Forecasting that doesn't crumble under pressure

Accurate forecasting is key to keeping Pieminister's operations running smoothly. By analysing past sales records in Sage Accounting, the team has moved from time-consuming guesswork to a precise, data-driven approach.

"When I first started, it was all done in spreadsheets, and it took forever," says Alex. "Now, with Sage, we can project demand much more accurately. That means we reduce waste, improve profitability, and make sure we're always producing what customers want."

Having a clear picture of demand across multiple sales channels means Pieminister can optimise production, avoiding over or under-producing certain lines. Fewer wasted ingredients, smarter production planning, and a healthier bottom line—now that's a recipe for success.

Payroll that's easy as pie

Growing from a small team to 250 employees was exciting—but also brought new complexities. Salaries, holiday entitlements, and compliance requirements quickly became too much to handle manually.

"Our team is spread across restaurants, production, and head office, so managing payroll manually wasn't an option," says Jon. "Sage has taken the complexity out of it, ensuring that salaries, holiday entitlements, and compliance requirements are all handled seamlessly." With payroll running smoothly, Pieminister's finance team can focus on growth instead of getting tangled in admin.



“Sage has been with us since day one. It’s an essential part of our success, helping us grow while staying in control of our finances.”

Jon Simon
Founder, Pieminister

Rising to the challenge with Sage

From a single pie shop to a multi-million-pound success story, Pieminister has grown through a blend of smart financial management, efficiency, and the ability to adapt at speed. Sage has played a crucial role in supporting this growth, providing the tools needed to automate processes and gain real-time financial visibility.

“As we look to the future, we’re focused on expanding into new markets, growing our restaurant franchise, and increasing our supermarket distribution,” says Jon. “Sage is key to that journey, keeping our financial systems strong and scalable.”

With Sage, Pieminister has the confidence to scale efficiently while keeping its finances as perfectly balanced as the flavour of its award-winning pies.



Sage

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