

Case Study: Apple Spice Junction

Based in Salt Lake City, Utah, Apple Spice Junction offers box lunch delivery, corporate catering and deli dining. Selections feature freshly-baked breads, fine meats and cheeses and crisp vegetables. Homemade soups, salads and bakery treats round out the menu.

In the 80's, Randy Clegg and Wayne Curtis rented a storefront from Fritz Haertel, the legendary "Rye King". As Randy and Wayne launched Apple Spice Junction, Fritz hung around imparting the wisdom that his 88 years as an acclaimed baker afforded him. In addition to baking tips, he taught the young entrepreneurs the value of hard work, honesty and integrity.

Last year Akamai Consulting had the pleasure of helping Apple Spice Junction continue its impressive growth trend and stay true to the vision of the founders by conducting extensive market research and interviewing franchisees and stakeholders to discern how the company can better serve customers and support thriving franchises. Insights were then translated into a creative and effective e-marketing campaign as well as detailed strategies for new franchise launches and ongoing franchisee support.

We're happy to see the impact our discoveries and recommendations have made. Garnering national recognition for fresh cuisine, timely deliveries and courteous catering, Apple Spice Junction franchises can be found across the country. Most importantly, the company remains true to its original mission statement: to provide fresh, healthy food with exceptional customer service, and to provide employees with a pleasant and profitable career. Fritz would be proud!

"My long term relationship with Ms. Thomas and her firm has been the most important investment I have made in recent years for myself as well as my business. I am personally impressed and inspired by her diligence, her tireless efforts, and high integrity, no matter the task or situation. In short, I recommend Akamai Consulting without reservation."

