

Case Study

# Alchemy Consulting Keeps GSB Flavors Compliant & Competitive

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Alchemy Consulting has brought GSB to a new level. They have helped us increase our business. Alchemy has made us a better company.

— Corinne Baskin, President,  
GSB Flavor Creators

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Alchemy set a foolproof way of documenting everything involved and keeping all the paperwork current, including expiration dates, Kosher certification sheets, you name it.

— Robert Vlach, General Manager,  
GSB Flavor Creators



## Challenge

- Lacked GFSI certification necessary to retain & attract customers
- Needed an airtight traceability plan
- Limited internal audit experience & resources

## Solution

- Utilized Alchemy consulting to prepare for & lead audit processes
- Implemented tailored HACCP & traceability plans
- Joined the Alchemy Advantage Program for on-call consulting

## Result

- **Scored 95** on first GMP audit & aced GFSI certification
- Developed “a foolproof way” to **maintain traceability**
- Retained all customers & **generated new business**

## About GSB Flavor Creators



### Flavor Creators

Established in 1984 and based in Kennesaw, Georgia, GSB Flavor Creators manufactures custom flavor creations — the more unusual,

the better. This small, family-owned business serves several industries including beverage, baking, nutraceutical, pet food, and more. Their overarching philosophy is “one flavor does not fit all,” and that custom-made is best.

## The Challenge

GSB had been successful for over 30 years. But with the advent of stricter regulation standards, they realized GFSI certification was not just nice to have, it was absolutely necessary to stay competitive.

**“Our customers literally told us that we would lose their business if we did not have a GFSI audit,”** says Corinne Baskin, GSB’s President.

Having never conducted an outside audit, GSB had their work cut out for them. First, they had to learn the processes necessary for audit preparation. Then they would have to implement the changes required to achieve their goal. With over 600 active ingredients, traceability would present a significant challenge.

It all appeared daunting to the GSB team, already plenty busy maintaining daily operations. “To be honest, **I was freaking out about how intense this process would be,**” admits Robert Vlach, General Manager of GSB. It’s just so involved, and we don’t have a lot of personnel.”

## The Solution

GSB realized they would need outside help. “We hired a different consultant firm first,” Baskin explains. “But after spending many dollars and a lot of time, we were very dissatisfied and could not go to audit.”

But their customers made it clear that no GFSI audit was not an option. GSB would have to try again; this time they selected Alchemy Consulting. And the new team quickly put the concerned Vlach at ease. “Within our first conversation with Alchemy consultants, I was totally fine. It was clear what the flow would be, and Alchemy took the stress out of the process,” he says.

Alchemy implemented their signature four-phase approach: Gap Analysis, Program Development, Internal Audit, and Audit Support, which included representing GSB during third-party audits. It was decided to do an initial GMP audit and HACCP Plan Re-analysis before proceeding to the GFSI Certification Audit.

As the process unfolded, it became clear to GSB this would be more than a one-and-done engagement to maintain compliance and quality standards for future audits. The company was relieved to learn of the Alchemy Advantage Program to retain services of a dedicated consultant familiar with their operations.

## The Result

After working closely with Alchemy consultants, **GSB scored 95 on their first GMP audit.**

"The Alchemy consultants played a huge part in our success," states Baskin.

GSB was now motivated to move forward toward GFSI certification. Alchemy's hands-on approach helped ensure a smooth process at every step.

"They trained us, showed us what we needed to do, and helped us modify our facility to prepare and make our processes better," says Baskin.



**"Alchemy set a foolproof way of documenting everything involved and keeping all the paperwork current,"** says Vlach, "including expiration dates, Kosher certification sheets, STSs, you name it."

Both Baskin and Vlach agree that Alchemy was instrumental to the "fabulous score" of their first GFSI audit. "Without Alchemy consultants we would not have known where to start," admits Baskin. "Alchemy gave us a clear path to GFSI certification."

Vlach, recalling the first consultant they worked with, called it a "night and day difference." "That first guy just wanted to get the check and leave," he explains. "But Alchemy walked us through every procedure, every document we needed to have. They were just there for us the whole time. It felt like Jeff, our Alchemy consultant, became an employee of the company."

Buoyed by this growing partnership, GSB joined the Alchemy Advantage Program for frequent check-ins and guidance on compliance and quality controls. **"The Alchemy Advantage Program keeps our Alchemy consultant at our fingertips,"** explains Baskin. "If we have a problem, a question, an issue, we get immediate solutions and results."

The proof, they say, is in the (flavored) pudding. And GSB saw immediate return on their investment by retaining all their at-risk customers and securing new customers. Three years into the partnership, GSB still considers Alchemy Consulting a boon to business.

"Alchemy consulting has brought GSB to another level," says Baskin. "They have helped us increase our business. Alchemy has made us a better company."

### For More Information

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