



Press Release

All About Food Stirs Up Its Receivables with Esker Cash Application and Claims & Deductions Solutions

Derby, UK — 6th March, 2025 — Esker, the global authority in AI-powered business solutions for the Office of the CFO, announced that All About Food, the company that makes restaurant brands for retail, is using Esker Cash Application and Claims & Deductions solutions to rehaul its Accounts Receivable processes.

All About Food is the British company that makes products from well-known brands such as Costa Coffee, Nando's, PizzaExpress, Pret A Manger, wagamama, and more, to sell into retail so that consumers can enjoy the restaurant experience at home.

Peter Meehan, Finance Director, All About Food, said “We first approached Esker because we wanted to make improvements to our working capital and cash flow. Dealing with retail outlets and supermarkets with many promotions across our brands, we have had numerous challenges around cash application and deductions.”

The company's objectives for automation are:

- Faster cash application
- Recovery of deductions that are not accrued
- More accurate cash flow forecasting
- Better communication between sales teams and finance on managing deductions

“The support received from the Esker team during the testing and implementation of the live product has been fantastic. We have already started to see time saving results in cash application and much greater visibility of the claims and deductions process which has given us greater confidence going into audit. I look forward to using the solution further, but so far it has been effortless and extremely positive,” explained Sam Wilson, Accounts Receivable Manager, All About Food.

Alistair Nicholas, Managing Director, Esker, added “With multiple promotions in over 40 different retailers, Esker Claims & Deductions solution is a match made in heaven for All About Food! We are excited about the results they will be able to achieve, as well as, the additional visibility and efficiencies throughout their receivable processes.”



About All About Food

All About Food is all about making restaurant and coffee shop brands successful in retail. That's what we love and that's what we do best. From the very start of the story - hard work from a spare room in Standish, Lancashire - we have developed into a business that has strong relationships with brand owners, retailers and consumers. Over 20 years we've formed these ties because of our hard work and our awesome people.

Our people are at the heart of everything we do, and we love them to bits. If you were to say we wouldn't be where we are today without them, then you would be right! We make sure that everything we do is the best it can be, and that's something we wouldn't be able to do without the right people - the best people - in the right places for us.

When it comes to brands, we love working with interesting and exciting folks and it is our goal to make those brands successful in retail. We work to do that every day. Costa Coffee, GBK, Nando's, PizzaExpress, Pret A Manger, Red's and wagamama, all take up our time and effort and we wouldn't have it any other way. Our relationship with retailers is strong, with every team offering some meaningful value to those partnerships.

<https://allaboutfoodltd.com/>

About Esker

Esker is the global authority in AI-powered business solutions for the Office of the CFO. Leveraging the latest in automation technologies, Esker's Source-to-Pay and Order-to-Cash solutions optimise working capital and cashflow, enhance decision-making, and drive better collaboration and human-to-human relationships with customers, suppliers and employees. Founded in 1985, Esker operates in North America, Latin America, Europe and Asia Pacific with global headquarters in Lyon, France, and U.S. headquarters in Madison, Wisconsin. For more information on Esker and its solutions, visit <https://www.esker.co.uk/> Follow Esker on [LinkedIn](#) or [You Tube](#) and join the conversation on the [Esker blog](#).

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