

Case Study: Drink Poppi

Scaling Accounting Operations for a High-Growth Beverage Brand

About the Client

Drink Poppi is a fast-growing beverage company known for its apple cider vinegar-based sodas that blend functionality with flavor. Popular among Gen Z, millennials, celebrities, and fitness enthusiasts, Poppi has rapidly scaled nationwide, gaining traction across major retail and e-commerce platforms like Amazon, Walmart, and Shopify.

As the company grew, so did its operational demands—particularly in finance. To manage rising invoice volumes, reconciliation needs, and vendor interactions, Poppi sought a reliable partner to scale its accounting operations with flexibility and accuracy.

The Challenge

Rapid growth brought a surge in invoices, credit memos, deductions, and reconciliations—many initially handled manually through Concur, causing delays and limiting scalability.

In May 2025, a seasonal dip coincided with multiple team transitions. Uassist.ME responded quickly, deploying trained back-ups to maintain service levels and ensure constant communication, demonstrating our ability to adapt under pressure and deliver consistent results.

During this time, Poppi was transitioning to NetSuite, with limited experience in training others. Anticipating the need, Uassist.ME trained our team internally, ensuring a smooth integration with no extra effort from the client.

The Solution

Uassist.ME has partnered with Poppi for over two years, providing a stable and scalable accounting support team. At the time of this case study, we manage a group of six full-time Business Assistants (BAs), each specializing in key finance functions:

- **Invoicing & Approvals:** Posting and processing high volumes of invoices in Concur.
- **Trade Spend & Deductions:** Investigating pricing discrepancies and managing vendor claims.
- **Inventory AP & Bookkeeping:** Tracking purchase orders and processing daily e-commerce transactions from Amazon, Shopify, and Walmart within NetSuite.
- **Reporting & Reconciliation:** Managing sales trackers like the “Trade Tracker” and resolving financial discrepancies.

Our team not only aligned with Poppi's preferred tools and workflows but also helped strengthen them—especially during their NetSuite adoption phase, where we provided internal support and training to ensure a seamless transition.

Communication is anchored by monthly performance reviews, structured email updates, and flexible coverage planning tailored to the client's seasonal and operational needs.



The Results & Outcomes

From April to June 2025, our team delivered high-volume output with exceptional accuracy:

Month	Invoices Processed	Credit Memos Created	Invoices Approved
April 2025	1,504	1,320	1,607
May 2025	1,226	1,154	1,920
June 2025	1,144	2,017	1,798

Monthly Averages:

- 1,291 invoices processed
- 1,497 credit memos created
- 1,775 invoices approved
- 201 payments closed

Accuracy:

- April accuracy rate: 99.94%
- 100% accuracy in May and June

Beyond metrics, the partnership delivered measurable operational relief. One of Uassist.ME's team members stood out so strongly that Poppi brought her on as a full-time employee, praising her "dedicated attention to detail" and consistent performance.

Why It Matters

This case highlights Uassist.ME's ability to deliver more than just staffing—we provide strategic, integrated support for fast-moving companies with complex operational needs.

From leading tool transitions like NetSuite, to quickly scaling and stabilizing high-volume accounting workflows, our team has become a trusted extension of Poppi's business. In fact, what began as accounting support has grown into a broader relationship. In late 2024, Poppi's SVP of Operations tapped Uassist.ME to provide talent for Customer Service and Inventory Management, further validating our role as a go-to partner across operational functions.

With Uassist.ME, Poppi scaled its finance team, enhanced workflow reliability, and reduced operational overhead—all while continuing to grow.

Support.Simplified

Ready to streamline your business operations with flexibility and confidence? [Let's talk.](#)