



Location: MX, BR, PE, CO
Employees 333 employees
Industry: Food
Customer since: January 2022
Website: <https://www.foodology.com>

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About Foodology

Foodology was created with an ambitious vision: to transform the traditional food delivery model across Latin America. Daniela Izquierdo and Juan Guillermo Azuero founded the company shortly after completing their postgraduate studies at Harvard Business School, with the goal of building a network of virtual restaurant brands capable of scaling efficiently across multiple markets. From the beginning, the idea was not simply to launch restaurants, but to develop specialized culinary brands designed around specific customer preferences and food categories. Over time, that vision evolved into a growing portfolio of virtual brands, including names such as Avocalia, The Crunch, and Burritos and Co.

What problem were they facing?

As Foodology continued expanding across Latin America, payroll management became one of the most challenging areas of the business. Initially, the company relied on an external accounting firm to manage payroll processes. While that model worked during the early stages, it became increasingly difficult to sustain as the number of employees grew across different countries and operations became more sophisticated. The payroll process involved numerous manual steps, long timelines, and limited flexibility.



Every payroll cycle required extensive coordination, and even small errors often resulted in delays that forced the team to repeat significant portions of the process. This not only affected operational efficiency but also created additional pressure on internal teams responsible for ensuring employees were paid accurately and on time. The operational workflow contained several bottlenecks. Calculations had to be submitted well in advance, often at least a week before payroll processing.

“Payroll was a nightmare, and there was no one on the team who could solve it quickly.

- Ernesto Hernandez, Administrative Manager

How did Runa help solve it?

The implementation of Runa brought structure, visibility, and efficiency to a process that had previously been difficult to manage. One of the first improvements the company noticed was the increased level of operational control. Instead of depending on multiple external parties and manual validations, payroll management became centralized within a single platform. This centralization provided greater transparency across every payroll cycle. The team gained access to real time information, improved visibility into payroll data, and a clearer understanding of the status of each process. As a result, payroll calculations could be reviewed and completed more efficiently, while payments were processed accurately and on time. The platform also reduced the need for repetitive administrative work. By automating many routine tasks, Runa helped decrease the operational burden on the internal team, allowing them to dedicate more attention to strategic initiatives that support business growth and employee engagement.

“Payroll is a critical process for us. With Runa, we achieved timely payments, accurate calculations, and a much more agile operation. That peace of mind allows us to focus on growing without friction and keeping our team engaged.

- Ernesto Hernandez, Administrative Manager

Why did they choose Runa?

Foodology needed a payroll solution capable of keeping pace with a business that was expanding rapidly across multiple countries. The company was looking for a platform that combined speed, accuracy, flexibility, and strong support, without adding complexity to the operation. Runa delivered those capabilities from the beginning. One of the most noticeable improvements was the reduction in processing times. Payroll results that previously required several days to obtain became available much faster, giving the team more flexibility and allowing them to address adjustments efficiently whenever necessary. The ability to make corrections without restarting the entire process represented another major advantage. This eliminated a significant source of stress and reduced the risk of delays during payroll cycles.



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4.9/5.0



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