

Recognition Builds Culture



Abundantly Case Study

Sabrosura Crafted a Culture of Recognition One Bite at a Time

At Sabrosura Foods, culture has always mattered. As a multi-location food manufacturing company, Sabrosura employs a diverse workforce across production facilities where the pace is fast, the work is physical, and employees rely heavily on consistency and trust. The company prides itself on operating ethically and holding itself to high standards—not just in terms of the quality of its food, but in how it treats its people.

Yet like many manufacturing organizations, Sabrosura faced a challenge: how to consistently recognize employees across multiple locations in a meaningful, scalable way.

For years, recognition was handled manually. HR teams purchased gifts, tracked service anniversaries, and coordinated rewards themselves. It was time-consuming, difficult to scale, and ultimately more expensive than expected. More importantly, recognition wasn't always consistent. Some employees felt highly valued, while others experienced recognition less frequently.

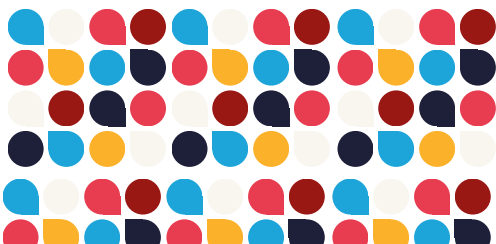


Leadership knew they needed a better approach.

HR Managers Jessica Smart and Carla Contreras focused on building awareness and accessibility. They installed kiosks across facilities so frontline employees could easily access the platform. Posters explaining the program and company values appeared throughout production areas. Recognition examples were shared publicly, with screenshots posted and updated regularly on recognition boards.

At the same time, leaders began reinforcing recognition in conversations, meetings, and town halls. Coordinators were empowered to give points. Managers were trained on the importance of recognition and asked to incorporate it into performance discussions. Jessica emphasized consistency above all else.

Recognition and Rewards
Communication Tools
Engagement Analytics



Recognition that Pays Off



“Traction!” she explained. “We kept plugging away—reinforcing recognition, talking about it, and making it part of how leaders show appreciation.”



Employees started noticing recognition happening around them. They saw coworkers receive points. They heard leaders calling out contributions. Recognition became visible—and visibility created momentum. One of the most powerful drivers of engagement came from meaningful reward moments. Work anniversaries, in particular, generated excitement across facilities. Employees felt genuinely valued when their years of service were recognized generously. Holiday gift cards during Thanksgiving and Christmas were especially impactful—employees appreciated rewards they could use with their families, and these moments carried emotional weight.

Employees are always excited when they see they’ve been recognized. It makes them feel appreciated for what they’re contributing.” Carla said.

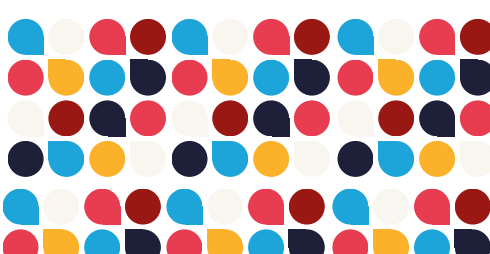
Recognition also became more personal. Sabrosura introduced special recognition cards and tailored messages that made employees feel heard and appreciated. The message behind the recognition mattered as much as the reward itself. Within three to six months, engagement accelerated significantly.

Employees who once relied on kiosks began downloading the app on their phones, making recognition even more accessible. Recognition conversations became part of everyday interactions. Employees began asking one another, “Did you recognize them on Bravo Bites?”

Recognition was no longer something driven solely by HR—it was owned by the entire organization.



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As engagement grew, Sabrosura began to see measurable business impact. Turnover decreased considerably, even during periods of organizational and HR change. Recognition provided a sense of stability. Employees felt seen, valued, and connected to the company.

Leadership also observed that recognition influenced behavior. While some employees naturally engaged from the beginning, many others became more involved as leaders consistently reinforced the program. Over time, recognition helped align behaviors with company values and strengthened accountability across teams. Perhaps most importantly, recognition became embedded in Sabrosura's identity.

What started as a structured program evolved into a cultural norm. Leaders actively looked for opportunities to recognize employees. Peers celebrated each other's contributions. Recognition became part of daily conversations, not just formal milestones.

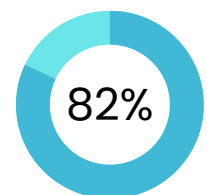
"It's rare for companies to invest this deeply in their people," Carla reflected. "But when you invest in recognition and truly commit to it, the impact goes far beyond the program itself."

Today, Abundantly is more than a platform at Sabrosura—it is a foundation for connection, engagement, and cultural strength. Employees expect recognition. Leaders prioritize it. And the organization continues to build a workplace where people feel valued—not just for what they do, but for who they are.

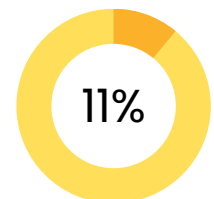
Through persistence, leadership commitment, and the right tools, Sabrosura transformed recognition from a manual process into a defining part of its culture—creating lasting impact for employees and the business alike.



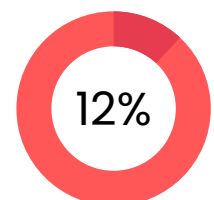
By the Numbers



Increase Engagement

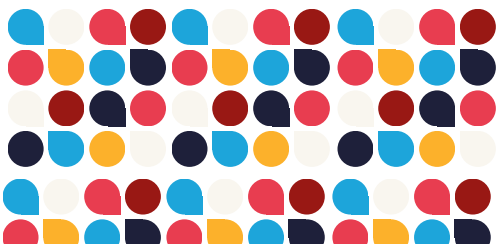


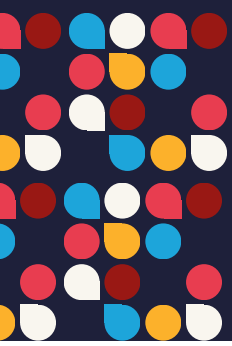
Increase satisfaction



Reduce turnover

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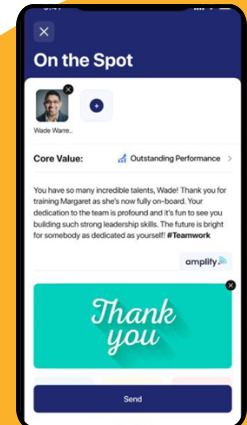
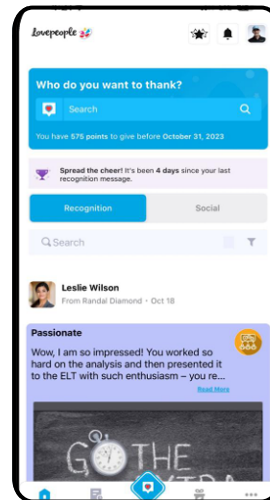


Recognition: Evolved

Empower your organization with a new way to engage, recognize, and uplift—only with Abundantly.

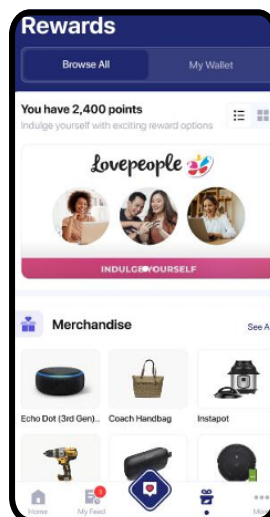
Impactful

Our platform allows employees to connect —regardless of location. We've also created pre-built, printable cards and certificates to help in-person and deskless employees celebrate wins, anniversaries, and birthdays.



Zero Markups

From gift cards and unforgettable experiences to custom company swag, Abundantly ensures everyone gets something they genuinely value.



Millions of Rewards

Abundantly, with Amazon Business, offer your employees millions of reward options—with 2-day delivery and no price markups

Abundantly offers a recognition experience unlike any other. Explore how we're reshaping the world of work.

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