

Jordan's Skinny Mixes Scales Orders 5x with New Logistics Infrastructure

FST provides limitless fulfillment capabilities, improved order accuracy and total logistics transparency

Jordan's Skinny Mixes

- Founded 2010
- Producer of more than 160 shelf-stable, sugar-free syrups and sauces for use in coffees, cocktails, baking and more
- Sold online and in 10,000 specialty retail locations across the United States, Canada, UK, Germany, and Poland – including TJ Maxx, Amazon, Meijer, HEB and Target



Our Impact

- Reduced average order-to-ship time from 1 week to 24 hours
- Improved inventory accuracy to 99.9%
- Increased build capacity by 3x in just 2 months
- Successfully fulfilled 5x normal volumes during holiday peak



Logistics Services Provided

- Warehousing
- E-commerce fulfillment
- Retail delivery
- Kitting
- Inventory management
- Consolidation
- Transportation: asset-based and brokerage

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~ Megan Lavorato, Chief Supply Chain Officer at Jordan's Skinny Mixes

We treat your products like the precious cargo it is.

Handled
with Care

Problem

Jordan's Skinny Mixes outgrew its previous logistics provider, and was challenged keeping up with growing order quantities and managing a complex set of SKUs. Order accuracy and fill rates suffered as a result. Skinny Mixes needed a full-service provider to execute ongoing fulfillment services and manage inbound and outbound transportation.

Solution

Skinny Mixes selected FST Logistics because of their CPG experience and full suite of capabilities. The sugar-free syrup brand moved all its warehousing to FST and entrusted them with go-to-market order fulfillment.

Unlike larger 3PLs, who offer one-size-fits-all services, FST partnered alongside Skinny Mixes to provide custom solutions. "If working with a nationwide provider, we'd need to plug into what was already established," said Tim Snyder, Chief Executive Officer at Jordan's Skinny Mixes. "FST is different and willing to partner and meet our unique complexities."

The companies jointly built an E-commerce fulfillment function that solved for high-touch kitting and introduced technology solutions for stronger stock management. FST also enhanced business performance transparency and helped Skinny Mixes understand previously elusive transportation metrics.

"FST has a great approach and attitude towards understanding new customer needs, being flexible and growing with us," explained Megan Lavorato, Chief Supply Chain Officer at Jordan's Skinny Mixes. "FST meets the needs of our business as they come. We are supported by them strategically in ways that other providers don't."

Results

FST simplified Skinny Mixes' supply chain and solved for fundamental issues. "I sleep better at night knowing that my team is working with FST," said Lavorato. "They put a lot of dedication into our day-to-day business, in a way that is above and beyond."

As a full-service provider, FST helped Skinny Mixes to increase fill rates, streamline transportation and establish standardized reporting. The sugar-free syrup brand is now on track to achieve nearly 100% on-time and in full for retail and consumer deliveries.

Amidst record-setting daily order quantities and peak season, FST successfully increased Skinny Mixes' fill rates by 5x while maintaining order accuracy. New inventory management strategies, paired with proactive and honest communication, helped Skinny Mixes to successfully prepare for events such as Black Friday and Cyber Monday and get ahead of expedited orders.

"It's great knowing that we have a partner that will communicate, even when issues arise," adds Lavorato. "FST is transparent, professional and supportive."

By partnering with FST, Skinny Mixes has accurate performance data and can make confident business decisions. The company is set up for endless growth with no limits on fulfillment capabilities.

