

Energy Drink Company Partners with FST Logistics to Grow its Supply Chain Distribution Network

Energy Drink Company

- Producer of CBD, hydration and energy drinks
- Growing drink brand online and in retailers nationwide



Our Impact

- Reduced average error costs for the company's supply chain
- Provided central warehouse location to meet customer needs
- Scaled with company to allow the business to grow

Logistics Services Provided

- Warehousing
- E-commerce fulfillment
- Transportation: asset-based and brokerage

FST Logistics is headquartered in Columbus, Ohio, which is centrally located to reach 151 million people and 42,100 corporate headquarters — that's 46% of the country's population base and 48% of headquarter operations, within a day's drive.

Problem

Over two years, the business grew in the CrossFit industry, and the company saw a need to grow its capabilities in order to accomplish two things: service direct at-home consumers faster and scale for rapid retail expansion. The energy drink company aspired to expand out of the health club segment and it needed a partner that had capabilities in parcel, LTL, and truckload.

Solution

Desired additional growth as noted above, the energy drink company wanted to increase their consumer reach and also diversify their product lines, but needed a supply chain partner that could do so. As an emerging company, they did not have the infrastructure, resources or financial backing to invest in their own distribution center or transportation fleet. As such, they looked for an experienced partner with knowledge of the food and beverage industry that could help them grow at the right pace. This is where FST Logistics became central to the company's growth story.



FST Logistics had the right mix of supply chain experience with emerging food and beverage brands. As consumer purchasing habits have changed and the target consumer audience for the company relies heavily on e-commerce transactions, this scalability for the brand's e-commerce operations remained paramount.

Results

Originally, the energy drink company was using a warehouse in Atlanta, Georgia, but it was not an ideal point of distribution for the brand. FST's warehouses were centrally located in Columbus, Ohio, serving over half the U.S. population within a day's drive, making it an ideal location for operations. Over time, the operation has grown at pace to meet growing consumer demand. Through this partnership, FST Logistics has delivered significant order accuracy improvements, processing more orders with an expanded volume, while mitigating costly errors. FST Logistics executed on these improvements all while helping the energy drink company deliver world-class service to their customers.