

Sugar-Free Syrup Brand Scales Orders 5x with New Logistics Infrastructure



Sugar-Free Syrup Brand

- Producer of over 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

"FST meets the needs of our business as they come. We are supported by them strategically in ways that other providers don't. I sleep better at night knowing that my team is working with FST... They put a lot of dedication into our day-to-day business, in a way that is above and beyond."

~ Sugar-Free Syrup Brand

Problem

The sugar-free syrup brand 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. The brand needed a full-service provider to execute ongoing fulfillment services and manage inbound and outbound transportation.

Solution

This syrup company selected FST Logistics because of their CPG experience and full suite of capabilities. They 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 the syrup brand to provide custom solutions. "If working with a nationwide provider, we'd need to plug into what was already established," said the brand. "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 them understand previously elusive transportation metrics.

Results

FST simplified the sugar-free syrup company's supply chain and solved for fundamental issues. "I sleep better at night knowing that my team is working with FST," the brand said. "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 the syrup brand to increase fill rates, streamline transportation and establish standardized reporting. This 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 fill rates by 5x while maintaining order accuracy. New inventory management strategies, paired with proactive and honest communication, helped them 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," they add. "FST is transparent, professional and supportive." By partnering with FST, this sugar-free syrup brand has accurate performance data and can make confident business decisions. The company is set up for endless growth with no limits on fulfillment capabilities.