

Contract Manufacturing / Case Study #1

Client Problem:

This customer had a well established chain of restaurant's but wanted to further differentiate its beverage offering by incorporating their own marketing into their program.

Situation Analysis:

After working with the customer to determine whom it perceived to be its competition in the marketplace, our Marketing Department developed a benchmarking analysis which aided them in determining that a "Private Label" tea offering is what they needed to enhance their trademark tea.

Proposed Solution:

Product: The head chef and purchasing manager were brought in to work with our experts in order to analyze their tea and offer suggestions to improve the flavor profile. Once this profile was determined, our purchasing team was able to procure the exact teas to blend to match the desired profile.

Equipment: After tasting several different pack weights, the customer selected which size best resulted in the flavor profile desired and packaging. In conjunction with our Quality Control processes, this tea was ensured to match the desired taste, cup after cup.

Distribution: We worked with the customer to ensure deliveries would be ready for their trucks to pick up for distribution to their restaurants.

Service: Working with our in house graphic design team, custom packaging was developed to match their branding efforts.

Solution Rationale:

This customer wanted to enhance their beverage offering and their signature iced tea. Once this was recognized as being a differentiator from their peers, we worked with the client to ensure they continued to have the best product on the market.

Through our understanding of consumer and market trends and through our deep industry experience, we were able to make actionable recommendations on Branding, Products, and Equipment solutions that would further help them build and differentiate Their Brand in Their Markets. We then supported these recommendations through our professional hands-on Delivery and Service.

Final Results:

This customer launched their own “private label” tea program to great success. Enhanced marketing led to increased sales at each location. Furthermore, they then piggybacked this effort to begin selling their tea product in retail offerings at the counter of each restaurant further enforcing their brand and delighting their customers.