

CASE STUDY

BlueGrace technology a key ingredient in success for Pioneering Health & Wellness manufacturer.

TRANSPORTATION MANAGEMENT

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TRANSPORTATION MANAGEMENT

Pioneering cookie creator Lenny & Larry's says BlueGrace's tech-enabled team was a key ingredient in recipe for success

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Executive Summary

What's a snack manufacturer to do when your innovative and healthy cookie company is crumbling under the weight of logistics, transportation and distribution challenges? Lenny & Larry's healthy cookies became a hot-commodity but the company's distribution infrastructure wasn't up to the increased demand and drastic growth. Dreams of growing the cookie business were stymied by the constant stream of logistics challenges that distracted the company from its main focus - making tasty cookies.

Company Overview

In 1993, Benny "Cyclone" Turner pioneered the healthy protein-based snack market when he co-founded Lenny & Larry's: The Complete Cookie. This former American Gladiator competitor created a great tasting, natural, protein-packed cookie popular with the health and wellness crowd. Turner, a life-long bodybuilder, co-founded Lenny & Larry's one year after an injured bicep side-tracked his chances on the Gladiator show. With years of hard work, the company grew and really took off in 2013.



Industry

Health & Wellness

Headquarters

Meridian, Mississippi

Customized Program Solutions

BUSINESS INTELLIGENCE

COST REDUCTION

ANALYTICS CONSOLIDATION

PROCESS OPTIMIZATION

CHALLENGE

On-time to MABD (Must-arrive-by-date) rates were low and not up to snuff for the stringent demands of many major retailers. Lenny & Larry handed over the transportation management and execution to the BlueGrace team, who made process and carrier changes that had a massive impact on performance.

SOLUTION

Transition Management

BlueGrace entered the picture and took over transportation planning and execution, including booking appointments, scheduling routes, choosing and managing carriers, and consolidating loads, while continuously improving on-time performance.

Continuous Improvement Processes

BlueGrace drilled down to on-time performance rates of specific customer locations and compared them to carrier performance ratings to create an optimal carrier mix

New Ship Date Logic

BlueGrace developed new ship-date logic that dovetailed well with Lenny & Larry's production schedule and helped reach on-time rates of over 95 percent with major big box retailers and grocers.

“Our on-time rates improved dramatically. As a result, Target awarded Lenny & Larry nationwide distribution to their stores, when previously we were viewed as an at-risk vendor. That’s a major turnaround for our company and has helped us achieve our goal for nationwide sales.”

- Andrew Klucznik | Director of Sales and Operations Planning

95%

**On-Time Rates
With Major Big
Box Retailers**

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- Andrew Klucznik | Director of Sales and Operations Planning

RESULTS

Process Optimazation

Lenny & Larry's ships about a half a million pounds of product each week to over 100 retailers. Klucznik says BlueGrace makes sure the right cookie orders are delivered at the right time to the right locations, which took away the burden of paperwork and minutiae.

Improved Shipping & Distribution

Lenny & Larry's is now the number one protein-based cookie in the U.S., helping fitness fanatics and consumers enjoy snacks that meet their health goals. What began as the dream of an American Gladiator named Cyclone has taken the healthy snack aisles by storm, thanks to improved shipping and distribution.

Focusing on Production

What began as a logistics partner entering to improve transportation management has transformed into a trusting, family-oriented relationship, says Andrew Klucznik, Director of Sales and Operations Planning for Lenny & Larry.

“They're like our cousins, we interact with them every day. They know how to get the job done,” said Klucznik.

He says handling your own logistics processes manually is quite a burden when you're a small to medium-size business, especially when you are facing explosive growth and dream-sized opportunities. Klucznik says the priority is to focus on the core business, making delicious products that customers love, and being able to offload transportation management to a proven and reliable partner is a huge advantage.

“By bringing in BlueGrace Logistics to handle our logistics needs, we stopped worrying about transportation and focused on baking cookies.” said Klucznik.

“BlueGrace entered the picture and took over our transportation planning and execution, including booking appointments, scheduling routes, choosing and managing carriers, and consolidating loads, while continuously improving on-time performance. Most importantly, they don't just manage our freight; their comprehensive view of our systems found ways to cut costs.” said Klucznik.



ABOUT BLUEGRACE

Founded in 2009, BlueGrace Logistics is one of the largest third-party logistics (3PL) providers in the United States. With over 500 employees and working with over 10,000 customers to provide successful shipping solutions, the company has achieved explosive growth in its over 10-year operating history. Backed by a \$255 million investment by private equity firm Warburg Pincus, the company operates 12 locations nationwide, and its headquarters are in the sunny Tampa Bay area of Florida.



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