

CASE STUDY

EASE

Powering Rapid Retail Expansion for a High-Growth Beverage Startup

THE CUSTOMER

This performance beverage brand is a disruptive startup founded by seasoned industry executives and backed by prominent athletes. It's redefining the ready-to-drink energy category with a cleaner, performance-driven formula designed for busy professionals and elite athletes, including those competing in the National Football League (NFL), Major League Baseball (MLB), and other top-tier sports leagues.



THE CHALLENGE

In its first year, the brand sold about 80,000 cases, targeting both elite athletes and everyday professionals, and now sets its sights on scaling distribution to over 2 million cases.

As a fast-growing startup entering national retail and convenience store chains, they faced several challenges:

- Limited logistics infrastructure to support growth and expansion
- Complex distribution needs spanning coast to coast, including deliveries to professional sports stadiums
- High-visibility, time-sensitive shipping campaigns requiring precision and adaptability
- Risk of spoilage or missed opportunities due to tight shelf life and evolving retail timelines
- A need for real-time inventory tracking and agile, responsive fulfillment

THE EASE SOLUTION

EASE Expedited implemented a comprehensive, multi-stage logistics solution that evolved with the brand's growth. Here's what we did:

- **Accelerated Fulfillment Through Strategic Regionalization:** EASE launched its own assets to move finished products quickly from production to EASE-operated warehouses, cutting delays and ensuring first-mile speed and reliability. By partnering with regional carriers near the beverage brand's production facilities, we shortened transit times, improved responsiveness, and converted production inventory directly into warehouse inventory - making products available and fulfillable faster than ever.
- **Seamless, End-to-End Supply Chain Management:** EASE assumed full management of the customer's warehousing, fulfillment, and transportation, covering everything from raw materials (cans, packaging, components) to finished-goods distribution. We kept manufacturing continuous by moving critical inputs to the canning facility and supported R&D with timely prototype deliveries. Distribution to major retailers, Amazon, and direct-to-consumer channels was executed with speed and precision. As the brand scaled, EASE evolved to a hybrid model, blending in-house fleet control with brokerage capacity for nationwide coverage and flexibility.
- **The EASE Difference:** EASE delivered customized reporting and real-time inventory tracking that empowered agility around shifting retail timelines, short shelf-life products, and last-minute order changes. Our proactive communication and data-driven insights minimized spoilage and helped the beverage brand make faster, smarter decisions. More than a service provider, EASE acted as a true growth partner, positioned to support the brand's national expansion and long-term success.

SERVICES UTILIZED:

- Warehousing
- Distribution
- E-commerce Fulfillment
- Cross-Docking
- LTL Services
- Expedite
- Dedicated Fleet

THE RESULT

By partnering with EASE, the beverage brand exceeded initial expectations and gained the confidence to accelerate its ambitious expansion plans.

- **Enabled Strategic Growth:** EASE's adaptable logistics model supported the customer's rapid growth, scaling from 80,000 to a projected 2 million+ cases while maintaining consistency and control. What began as a regional partnership has evolved into a nationwide, multi-channel distribution network built to flex with demand.
- **Achieved Operational Excellence:** EASE maintained delivery precision through large-scale retail launches and national marketing campaigns. By aligning production with warehousing, long-haul delays were eliminated, reducing spoilage, cutting waste, and ensuring every order arrived on time and in spec.
- **Built a True Strategic Partnership:** The beverage brand now treats EASE as an extension of its own team, actively collaborating to optimize processes and strengthen its supply chain. With EASE as a trusted logistics partner, the customer is positioned for continued expansion, operational resilience, and sustained national growth.

THE TAKEAWAY

For fast-growing brands, scaling successfully means more than moving products; it means building a supply chain that can grow with you. Speed, precision, and visibility aren't optional; they're the foundation of sustained retail success.

That's the power of partnering with EASE, the human-driven, tech-enabled 3PL trusted by leading performance and lifestyle beverage brands.



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