

# THE STORM & THE STORE OPENING

## HOW LINEAGE PREVENTED DISRUPTION IN THE FACE OF DISASTER

Our customer, a Canadian-based specialty grocery chain, was two weeks away from the highly anticipated grand opening of their U.S. flagship store in the Greater Seattle area. Then a bomb cyclone knocked out power in the region for nearly five days, jeopardizing the safety of their food and their grand opening.

November 18, 2024

## THE STORM

The first of two storm systems hits the Pacific Northwest. Over 650,000 people—and our customer's new retail location—lose power.

### WHAT IS A BOMB CYCLONE?

Derived from the term "Bombogenesis," a bomb cyclone is a powerful storm that rapidly intensifies over a 24-hour period.

November 19, 2024

## THE CALL

At 10:30 PM, our customer calls Lineage for help. We recommend quickly transferring their fresh and frozen product out of their store and to our temperature-controlled warehouse.

*"To Lineage, customer care is more than just a commitment; it's a promise. When disruptions occur, our team goes above and beyond to protect our customers' products and maintain the continuity of their supply chains."*

**DEVIN WILLIAMS**  
Business Development Director

November 20, 2024

## THE RESPONSE

Lineage identifies and deploys available drivers. By 3:00 AM, the Lineage Transportation team has the first truck onsite at our customer's store.

ONCE POWER WAS RESTORED, LINEAGE RETURNED ALL INVENTORY TO THE STORE WITHIN

# 12 HOURS

November 20-21, 2024

## THE MOVE

Over the next 36 hours, Lineage ships 10+ truckloads of our customer's food to our warehouse for safekeeping until power is restored.

December 5, 2024

## THE RESULT

**\$350,000+** WORTH OF INVENTORY & **1** GRAND OPENING SAVED

## POWER OUTAGES LOSE. PARTNERING WITH LINEAGE WINS.

Extreme weather. Shortages. Policy changes. Unpredictability is an inevitability in the global food supply chain. That's why our team of experts is at the ready with agile and flexible solutions for whatever supply chain challenges your business faces.

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