



FROM GROWING PAINS TO CPG GAINS

CUSTOMIZING A SUPPLY CHAIN FOR AN EXPANDING BREAKFAST BRAND

For an on-the-go breakfast brand, rapid growth brought fresh challenges.

As they expanded from pantry mixes to prepared frozen foods, the company realized they needed a supply chain provider that could keep up. Seeking a more robust and comprehensive cold chain solution, they turned to Lineage for answers, ultimately resulting in a 150% increase in annual throughput.



FROM EVALUATION TO ELEVATION

The breakfast brand creates a scorecard to understand their current and future needs.

This process reveals exactly where the incumbent vendor is falling short. Using the scorecard, Lineage proposes a suite of services that address each immediate challenge while also supporting the brand's vision for the future.

CUSTOMER CHALLENGE	LINEAGE SOLUTION
Inconsistent communication and fragmented operational support	Dedicated commercial point of contact across entire network
Cybersecurity breaches	Proprietary cybersecurity software that focuses on prevention, detection, response and action
Slow crisis response	Natural disaster risk management coupled with a more robust, agile network
Insufficient retail support	Lineage Velocities multivendor consolidation program



LEVERAGING VELOCITIES TO DO MULTIVENDOR CONSOLIDATION BETTER

Lineage's approach to multivendor consolidation (MVC) proves to be especially relevant to the customer. Unlike some providers who are only able to service the largest retailer, Lineage's Velocities MVC program has a broader market penetration, including mid-sized and regional retailers.

92%
ON-TIME
DELIVERY

100%
CONSIGNEE
MATCH



Through Velocities, the breakfast brand is able to:

Access the program's **heat-map simulator** to verify the consignee match

Model day-to-day logistics across a range of 1-5 distribution centers

Understand the **direct financial benefit** in terms of reduced costs

Visualize how the program will **scale as the brand increases** its annual throughput

2.5X
INCREASE
IN ANNUAL
THROUGHPUT

STRATEGIZE. STRENGTHEN. SCALE.

Savvy brands understand that rapid growth puts unique pressures on the business. The key ingredient for sustained success is a strategic supply chain collaborator.

Whether you're just starting out or your product is selling like hot cakes, Lineage delivers agile, responsive solutions that evolve along with your business, so you can grow with confidence.

