

CASE STUDY: BEYOND BETTER FOODS



ABOUT THE COMPANY

Founder Michael Shoretz always had a passion for health. After his father was diagnosed with Type 2 diabetes, he became committed to helping people live healthier lives. Ever the ice cream lover, Michael decided to try making some himself that would fit his clients' needs—not only high in protein, but low in calories, fat, and sugar. With the help of talented experts and enthusiastic friends and family, the first box of Enlightened ice cream bars was created in 2012.

THE CHALLENGE

Beyond Better Foods was looking for a transportation management system to replace the multiple spreadsheets they were using to keep track of their inbound and outbound freight. As their business grew, their manual processes for logistics management were becoming very time-consuming, and their system did not allow them to export and manipulate data to properly forecast their freight expenses.

THE SOLUTION

Beyond Better Foods chose Trinity Logistics for their Managed Transportation, giving them access to a transportation management system and experts on hand to help with the implementation process and devising effective solutions tailored to their specific needs. Beyond Better Foods was already working with Trinity for their outbound freight and felt that Trinity offered them the best pricing and long-term management for their business.

THE RESULT

Trinity Logistics is Beyond Better Foods' TMS and logistics provider for both their dry and frozen freight. Since implementing Trinity's TMS and Managed Transportation, Beyond Better Foods has seen increased efficiency, better time management, greater visibility to logistics data, and improved on-time performance in their shipments.

“Since working with Trinity’s TMS, we have seen significant improvements in organization and time management with automating our LTL freight process. On the freight side, we have seen improved on-time performance and really enjoy the communication and visibility from Amber and her team surrounding the status of our in-transit freight.”

Nate Hubbard
Logistics and Warehouse Manager

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