

# CASE STUDY: COMETEER



## ABOUT THE COMPANY

Cometeer offers consumers an instant coffee product, enabling them to enjoy a quality cup of coffee at home within seconds by just adding eight ounces of hot water to their frozen coffee pod. Made from coffee beans provided by top, worldwide roasters, and flash-frozen to offer peak flavor, Cometeer touts their frozen instant coffee as “exquisite and barista-level quality” from the comfort of one’s home.

## THE CHALLENGE

Cometeer was launched in the summer of 2020 and was quickly experiencing growth. Its coffee and flash-freezing labs moved into larger headquarters and officially opened their doors to the public, launching their product in October 2021. As Cometeer’s business further developed, they needed a solution that would bring them more visibility and traceability to their transportation costs in an effective manner, giving time back to their team to spend on business development.

## THE SOLUTION

Cometeer found their solution in Trinity’s transportation management system and Managed Transportation Team support. Trinity was able to create and provide them with a customizable solution that fit the unique needs of their one-of-a-kind business.

## THE RESULT

Through Trinity’s TMS technology and expert account management, Cometeer was able to reduce the manual time they spent on tracking carriers, shipment deliveries and invoices, while gaining the visibility they desired to see total landed costs, all within an easy-to-use online software.

“Trinity Logistics has been amazing to work with. The TMS software has been very easy to work with and our account managers work diligently to provide and customize our reporting so we can see exactly what we need. Being a newer business and offering such a special product, we certainly have some special and distinctive asks on what we want to see from their TMS, and it doesn’t slow them down one bit. I’m looking forward to having Trinity’s support as Cometeer broadens its presence in the coffee and beverage sectors.”

Megan Hammer  
Supply Chain Manager, Cometeer

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