



Client: National Franchise Restaurant
Project: Branded Non-Food Supplies

Non-Food Support for a Restaurant's National New Product Launch

NON-FOOD SUPPLIES - DISPOSABLES

SUPPLY CHAIN AND DISTRIBUTION

BRANDED SUPPLIES

Our Challenge

A well-known restaurant chain with locations across the country saw customer demand increase for new product offerings. To meet that demand while interest was high, the restaurant needed new non-food supplies, including bowls with fitted clear plastic lids and spoons. The restaurant wanted bowls that could be printed on for branding as well as spoons that could either carry its logo or be personalized with a marketing message.

Unfortunately, the restaurant couldn't find a supplier that could meet the volume it needed to roll out the new product nationally. Even looking beyond the distributor, there wasn't a manufacturer that could meet its needs.

The chain had been introduced to GO2 Partners, and asked GO2's Restaurant team to find a solution for the new product launch.

Our Solution

Quickly getting to work, GO2's Restaurant team contacted several trusted manufacturers with specs for the new bowl and lid. They focused on manufacturers with the available capacity to meet the necessary volume demands.

Working directly with the manufacturers, GO2 provided the chain with several options for the branded bowls and fitted lids. We also implemented an innovative supply chain program that delivered the new bowls and lids to the mainline distributor from a GO2 warehouse. By purchasing and storing additional inventory, GO2 could lower prices and eliminate out-of-stock issues. GO2 has much more flexibility when it comes to storage vs. traditional methods used in the industry.

The restaurant chain's leadership was ecstatic about the options. They selected one for a small test run of the product at a few select stores. Once the test was complete, the chain agreed to the new bowls and lids.

Working with supply chain managers and the restaurant chain's mainline distributor, GO2 set up a long-term, sustainable program for the national product launch. This included working directly with the manufacturer, purchasing a 90-day supply of the branded bowls and lids, and then storing the supply at a convenient GO2 warehouse. When needed, GO2 would ship smaller quantities to 13 different locations for the mainline distributor, who would then ship the supplies to the individual restaurants.

GO2 handled all orders of the bowls, managed inventory for the restaurant chain, and tracked available quantities at the 13 facilities used by the mainline distributor.

Our Results

It has been a highly successful program for the restaurant chain, which was able to focus on the other details of the complex product launch with GO2 handling the non-food supplies.

GO2 provided the restaurant with a much wider supply chain network than the mainline distributor to ensure that it had the branded supplies it needed. This supply chain is designed around resiliency because, through GO2, the chain has multiple manufacturers it can work with in case of problems. In addition, GO2 provides options for last-mile delivery or UPS for any individual locations that need them, an additional bonus for the chain.

Due to the success of the new product launch and the innovative program, the chain recently signed a two-year contract with GO2 to manage supplies and inventory.

