

C&M Foods' Logistics Solution Helps Spread its Flavor

The process of marinating meat to enhance its flavor and texture has been around for thousands of years, but it was only 30 years ago that a small steakhouse in Jasper, Ala. introduced its original hickory flavor marinade. Today, C&M Foods makes it easy for meat lovers to enjoy its special recipe far beyond the Alabama town through its Moore's Marinade sauces. Now, with the help of a new tool, the now Birmingham-headquartered company is able to deliver a taste of the South to consumers across the United States.

The popular demand of the original marinade prompted a promising growth opportunity, so C&M Foods decided to include teriyaki and buffalo wing sauces in its product line. With this expansion came the need to efficiently manage logistics. David Bell, president of C&M Foods, recalls, "We used to have one person call up three freight companies to see who had the best price for each order that came in."

During the time C&M Foods was considering a change in its logistics strategy, the nation's largest retailer was going through an assembly program. While C&M spent a lot of time trying to get shipments out and delivered on time, the nation's largest retailer was turning to consolidation. This shift made scheduling for delivery appointments more complicated for unconsolidated loads. During the holidays, it became especially difficult to have its LTL deliveries received because the retailer was trying to minimize the number of trucks at the dock to accommodate the increase in deliveries. The larger deliveries received priority, but C&M foods did not have the capacity to ship more than less-than-truckload.

The Solution

In search of a way to simplify freight arrangements and maximize distributing and receiving capacity, Bell turned to [CaseStack](#). C&M knew that it needed a logistics provider that offered intricate and reliable consolidation options to key retailers. CaseStack provided the solution with its retailer-driven consolidation program. The program "mass transits" products, which promotes truckload consolidation using a master purchase order created by the retailer. It is a win-win situation for both the retailer and C&M in that it reduces dock congestion and allows companies like C&M to receive preferred status on deliveries.

C&M moved into the new warehousing and consolidation program in 2004. The company is currently distributing its products from CaseStack's Texas, Georgia, Chicago and Pennsylvania locations, creating a much stronger impact than it would've been able to make on its own in Birmingham. This extended reach puts Moore's Marinades on the shelves of retailers nation-wide.

From C&M's perspective as a growing business, consolidation freed up employees for managing freight and inventory instead of having to hassle with tedious details. Inventory Replenishment Manager David Murib realizes many benefits from the simplicity that real-time reporting allows. The solution's web-based technology allows Murib to log in every few days to check inventory levels. He attests to the web-based technology's convenience, especially for reconciling end of the month numbers. While consolidation initially attracted C&M to partner with the solutions provider, the web-based technology has continued to provide smooth day-to-day operations.

Conclusion

C&M no longer experiences the shipping limitations or delays that characterized the time prior to the logistics solution. C&M is able to monitor freight and has the peace of mind of knowing that the product is delivered and received. As a result, they have more time to focus on other aspects of its business like the introduction of new products.



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"Why wouldn't you [look at CaseStack]," Bell challenges companies considering working with a logistics provider. He sees CaseStack as a natural fit for smaller companies because it provides the resources needed to compete with larger companies.

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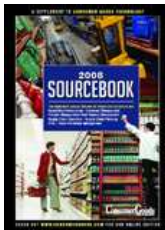
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