

Vitamin Shoppe Relies on Weber Logistics for Store Replenishment and eCommerce Distribution

SITUATION

The Vitamin Shoppe is a fast-growing specialty retailer of nutritional products to support health and wellness. The company has over 500 stores nationwide and growing online sales. As The Vitamin Shoppe expanded westward from its east coast base, it was no longer practical to replenish west region store orders from the company's North Bergen NJ warehouse. The retailer sought a 3PL partner for product distribution west of the Rockies and chose Weber Logistics based on its strong regional distribution presence, pick and pack experience, and competitive price.



ACCOUNT CHARACTERISTICS

- 2-shift operation.
- Highest-volume, large cube, and heavy weight SKUs managed on a strict first-in, first-out basis (The Vitamin Shoppe has 20,000 total SKUs).
- Multi-channel distribution – replenishment to over 100 stores and daily west coast eCommerce and catalog order fulfillment.

KEYS TO SUCCESS

- **Rapid replenishment.** Store orders come in by 3 pm and ship out same day, minimizing or eliminating stock outs. All eCommerce and catalog orders ship same day.
- **Exacting quality control.** Weber ensures that outbound shipments precisely match store orders. This eliminates logistics administration at the store and allows staff to be 100% focused on customer service.
- **Efficient labor management.** For volume spikes at The Vitamin Shoppe DC, labor is shared across warehouses in Weber's multi-location, Southern California distribution campus.
- **Integration of store and eCommerce distribution.** Shipping B2B and B2C orders from the same DC avoids duplicate inventory, space, systems, and staff.

RESULTS

“Our partnership with Weber has allowed Vitamin Shoppe to extend its Supply Chain footprint and distribution network to the western United States, improving speed and flexibility. Weber has the capability to handle our retail and direct-to-consumer business channels under one-roof. They provide The Vitamin Shoppe with the reporting and visibility necessary to run our business efficiently.”

Rich Tannenbaum
Senior Vice President of Supply Chain