

CUSTOMER SPOTLIGHT

Belgium's Best

As a specialty food company, Belgium's Best Chocolates demands superior customer service—and Barrett delivers.

BY CHUCK COLLINS, OPERATIONS MANAGER FRANKLIN

Belgium's Best Chocolates, Inc was established in 1998 with one mission—to bring premium gourmet Belgian chocolates to the US market. These exceptional chocolates are made in a small workshop close to the romantic Belgian city of Brugge known for artisans that produce the highest quality products.

As a specialty food company, Belgium's Best adheres to several values including superior customer service, great selection, and the highest quality products. Their comprehensive in-house sales team and nationwide brokers work closely with Barrett's customer service team to make the ordering process as convenient as possible for their customers. BBC depends on Barrett's Order Management System, Warehouse Management System, and quality warehouse staff to manage the chocolate assortment and "best before date" stock rotation.

This exclusive importer of Nirvana Belgian Chocolates has partnered with Barrett Distribution for over two years. Partnering

with Barrett has allowed Belgium's Best to concentrate on building their brand and customer loyalty while relying on Barrett to manage the back end of their business. As a result of this successful partnership, Belgium's Best has established their brands with more than 1000 regular wholesale customers such as: Whole Foods Markets, Dean and Deluca, Bristol Farms and numerous

"Our business creates tremendous seasonal demands that have been handled seamlessly by the Barrett team."

specialty stores.

Belgium's Best founder Christophe Van Riet recognizes the challenges of his business: "Barrett has done a great job implementing specialized shipping instructions for BBC, shipping in environmentally sound packaging, managing cold chain requirements in warm weather, producing and sending customized invoices with shipments, and managing detailed pick-and-pack processes."

Belgium's Best has a unique website where customers can create their own customized box of favorite chocolates. Barrett Distribution set up a "clean room" with a dedicated staff that hand picks customized orders of individual chocolates and creates amazing gift baskets for internet orders. Over 4000 integrated orders with Amazon.com and other drop-ship vendors were shipped this past Christmas.

Christophe Van Riet appreciates the com-

plexities that Barrett manages for his business, "Barrett has been very responsive in identifying the system needs to integrate BBC data-files into the distribution system. Our business creates tremendous seasonal demands that have been handled seamlessly by the Barrett team. It is a relief to us that Barrett manages this challenge for BBC."

Today BBC is celebrating the 10-year anniversary of Belgium's Best Chocolates and has established themselves as a premier provider of Belgian Chocolates in the US. They have received many accolades from publications such as the New York Times, Time Magazine, and Chocolatier magazines. 🇺🇸

To learn more about Belgium's Best Chocolates Inc, visit their website at belgiumsbestchocolates.com, or place an order for the best Belgium has to offer at www.nirvanachocolates.com

