

Candy Maker, Storck, Relies on Weber for Integrated Port Services, Warehousing and Final Delivery

SITUATION

With locations in more than 90 countries, Berlin-based Storck markets German-made confectionery brands, such as Riesen® and Werther's Original®. The company sells more than one million cases per year in the western U.S. alone. To better serve its west region customers, Storck sought a best-in-class, full-service 3PL with strong experience in confectionery product distribution. The company partnered with Weber Logistics to fill this need.



ACCOUNT CHARACTERISTICS

- Manage drayage from Port of Oakland.
- 60 SKUs stored in a multi-client warehouse in Stockton, CA.
- Warehouse maintained at a constant 55-65 degrees.
- Temperature-controlled delivery to retailers throughout CA, AZ, NV, OR and WA.

KEYS TO SUCCESS

- **Real-time visibility throughout the distribution cycle.** Weber manages all components of distribution, from transportation from the port to final retail delivery. Integrated systems allow Storck logistics staff to easily track product via the web from the time it hits the port. This allows them to closely monitor product freshness and speed cash cycle time. With advance notice of estimated arrival times at the port, Storck's sales team can begin selling this on-the-water inventory.
- **LTL load consolidation reduces freight costs.** Because Weber handles final delivery for multiple candy companies, Storck's shipments are consolidated with other companies' shipments, saving 42% versus non-consolidated loads.
- **Maintenance of cold chain requirements.** Weber maintains one of the west region's largest infrastructures for temperature-controlled warehousing and transportation. Storck leverages this network to ensure product integrity and freshness.

RESULTS

“ We looked for a company with a strong technology platform that could scale to support our future growth. Weber has fit the bill nicely. Their ability to satisfy all our logistics requirements on the west coast makes it easier for us. Instead of doing it in pieces, we rely on Weber for services that are centrally and carefully coordinated. ”

Catherine McClure

Director of Operations for Supply Chain North America