



SUPPORTING GROWTH THROUGH A DIRECT, STRATEGIC SUPPLY PARTNERSHIP

BACKGROUND

A U.S.-based industrial food manufacturer specializing in private brand, ready-to-eat cream cheese-based dips was experiencing strong growth. Their portfolio includes high-volume retail products such as buffalo chicken dip and other cream cheese-based offerings sold through major national retailers.

Cream cheese is a foundational ingredient in their formulations. It drives flavor, texture, and processing performance, all critical to maintaining quality standards and meeting retailer expectations in a competitive private label environment.

The Challenge

After being awarded several new retail contracts, the manufacturer's requirements evolved. Increased volume commitments and elevated retailer service expectations required:

- Stronger on-time, in-full performance
- Lower landed cost to remain competitive in bids
- Greater forecasting transparency
- A long-term strategic partner to help enable future growth

Historically, the manufacturer sourced cream cheese through a broadline distributor, a model that often works well for many customers seeking consolidated purchasing and logistical simplicity. While their distributor relationship had supported them previously, the scale and strategic importance of these new retail programs required a more direct level of alignment with the cream cheese manufacturer.

This was not about replacing distribution as a channel. It was about ensuring the supply model matched the next phase of the manufacturer's growth.

The Solution

Schreiber partnered directly with the manufacturer to supply its 30 lb., 3-gum standard-of-identity bulk cream cheese.



Why this product was the right fit

- Schreiber's 3-gum 30# bulk cream cheese is a versatile, cost-efficient formula
- It performs exceptionally well during processing
- It maintains integrity in ready-to-eat dip applications
- It delivers a distinctive, high-quality cream cheese flavor profile

The transition required thoughtful coordination and clear alignment around volume expectations. Once forecast was clearly defined, Schreiber and the customer were able to align on a smooth transition plan and confidently move forward with the direct supply model.

What ultimately differentiated Schreiber was alignment around the customer's three core objectives:

DELIVER ORDERS ON
TIME AND IN FULL

IMPROVE COST
COMPETITIVENESS

ESTABLISH A STRATEGIC,
GROWTH-ORIENTED
PARTNERSHIP

By enabling a direct manufacturer-to-manufacturer relationship for this program, Schreiber supported enhanced collaboration across procurement, operations, and supply chain teams.



The Results

The impact was measurable across cost, service, and growth.



Improved Cost Structure

By shifting to a direct supply model for this program, the manufacturer reduced overall landed cost. The streamlined structure allowed them to remain competitive in retail bids while protecting margins.

Higher Service Performance

With direct collaboration came faster communication, improved forecast alignment, greater supply chain transparency, and stronger on-time, in-full performance. This elevated level of service strengthened the manufacturer's day-to-day operations while also supporting their retail customers' expectations, reinforcing their reputation as a dependable private-label partner.

Accelerated Volume Growth

The customer initially forecasted approximately 800,000 pounds annually in year one.

By the middle of year two, they were annualizing at over 1.8 million pounds, an increase of more than 1 million pounds per year.

The improved cost structure and service reliability enabled them to compete more effectively for new retail business, directly contributing to this growth.

Strategic Takeaway

Distribution partnerships remain an essential and valuable route to market for many organizations. However, as business needs evolve, particularly with large, strategic retail programs, manufacturers may benefit from evaluating whether a direct manufacturer relationship can unlock additional value.

In this case, aligning supply structure with business growth goals delivered:

- Greater cost transparency
- Stronger service performance
- Improved forecasting alignment
- Accelerated retail growth

By working closely with Schreiber, this manufacturer strengthened its competitive position in a demanding retail environment, demonstrating how the right supply model, at the right time, can become a strategic advantage.