

“Our on-time rate has practically doubled,

ensuring that our customers receive their products as expected.”

MEREDITH NAKANO
DIRECTOR OF OPERATIONS
SUPERNATURAL KITCHEN



SUPERNATURAL KITCHEN CASE STUDY

JARRETT IMPROVES ON-TIME PERFORMANCE FOR CPG BRAND BY NEARLY 2X

VALUE DELIVERED:

**NEARLY 2X ON-TIME IMPROVEMENT FROM JARRETT EXTENSIVE WMS
10% REDUCTION IN CHARGEBACKS FROM PROCESS IMPROVEMENTS**

CUSTOMER

Supernatural Kitchen is a NYC-based food manufacturer undergoing rapid growth. The brand's natural baking products like dye-free sprinkles, plant-based food coloring, baking chips, frosting and coconut sugar are sold to consumers nationwide. Founded in 2015, Supernatural Kitchen's products and cause have taken off, creating the kind of problems every CPG brand aspires to, namely volume increases and geographic expansion.

THE CHALLENGE

Before partnering with Jarrett, Supernatural Kitchen faced multiple inefficiencies and lacked supply chain visibility while using two different third-party logistics (3PL) providers. Backlogs and inventory issues led to customer dissatisfaction, lost sales and the risk of losing future retail orders.

Additionally, Supernatural Kitchen received chargebacks for late deliveries. As they expanded into national retail chains, they faced stricter on-time-in-full (OTIF) requirements and higher penalties for not meeting delivery standards.

THE SOLUTION

Supernatural Kitchen's main challenges were managing their inventory and coordinating their warehousing and transportation. Jarrett provided the technology and efficient warehousing and transportation processes that worked like magic.

Supply Chain Integration

Jarrett's warehousing solutions have cut costs and boosted efficiency. "Their seamless communication between the warehouse and logistics teams means we no longer need to coordinate with freight brokers, reducing our workload and improving efficiency," said Meredith Nakano, Director of Operations at Supernatural Kitchen.

Cost Savings

By using top-tier WMS and TMS technology, Jarrett helps Supernatural Kitchen avoid delays and mistakes that could lead to chargebacks. Since partnering with Jarrett, Supernatural Kitchen has saved over 10%.

Time-Saving Accuracy

Jarrett's system automatically uploads customer orders, allowing their team to start picking orders quickly and accurately. Orders are shipped the same day, and Supernatural Kitchen receives daily alerts about low inventory levels.

Visibility

Jarrett's real-time inventory visibility gives Supernatural Kitchen better control, enabling quick and confident responses to market demands. "This visibility has provided us with excellent control and insight, allowing us to make informed decisions quickly," said Nakano.

Dedicated Team

Jarrett's dedicated team gives Supernatural Kitchen peace of mind, letting them focus on growing their brand. With exceptional communication between warehousing, logistics and the Supernatural Kitchen team, Jarrett has reduced chargebacks and streamlined operations, saving valuable time.



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