

CASE STUDY



Michael Cantin, 2.0 Food Marketing

2.0 Food Marketing is a prominent growth-oriented organization operating in the Canadian food industry, specializing in sales and marketing of food products across major retail chains nationwide, with an acute expertise in the frozen desserts, ice cream, and frozen novelties categories. With a complex and dynamic market landscape in these categories 2.0 Food requires a reliable and efficient logistics partner to ensure seamless distribution of its diverse product portfolio, with an expert level of precision when it comes to maintaining deep frozen temperature control. Enter Trappers Transport, a leading temperature-controlled food distributor renowned for its demonstrated commitment to excellence and reliability in food logistics across Canada.

The Challenge:

Navigating the intricacies of the Canadian food market demands precision, expertise, and a robust distribution network in any category of food distribution. Compounding the complexity of distribution is the need to move deep frozen desserts, ice creams, and non dairy alternatives in a Less Than Truckload (LTL) model. 2.0 Food Marketing faced the challenge of ensuring timely and efficient distribution of its diverse range of food products to retail chains spread across the vast Canadian landscape. With varying

temperature requirements, strict delivery timelines, and a diverse product category, the challenge was to find a logistics partner capable of meeting these demands consistently while upholding the highest standards of quality and service.

The Partnership:

It was important to have manufacturing based in Winnipeg, MB – allowing for centralized distribution across both Eastern, Central, and Western Canada. Recognizing the critical role of logistics in their operations, 2.0 Food Marketing forged a strategic partnership with Trappers Transport also based in Winnipeg. With their proven track record and specialized expertise in temperature-controlled distribution, Trappers Transport emerged as the ideal partner to fulfill 2.0 Food's complex distribution needs. Leveraging Trappers' extensive network, state-of-the-art facilities, and fully established distribution network, 2.0 Food aimed to streamline its supply chain and enhance its market presence across Canada.

Implementation:

The partnership between 2.0 Food Marketing and Trappers Transport was built on a foundation of trust, reliability, and shared commitment to excellence. Trappers' dedicated team collaborated closely with 2.0 Food to understand their unique

“Partnering with Trappers Transport was a strategic move for us, and it has paid off immensely. Their expertise in temperature-controlled logistics has not only streamlined our distribution process but has also given us the confidence to expand our market reach across Canada.”

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President



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requirements and develop tailored logistics solutions to meet distribution timelines, and cargo spec requirements. Leveraging advanced temperature-controlled technology and efficient routing strategies, Trappers optimized transportation routes, minimized transit times, and ensured the integrity of 2.0 Food's products throughout the distribution process, all the way to the retail shelves across Canada.

Results:

The collaborative efforts between 2.0 Food Marketing and Trappers Transport yielded significant results:

- **Enhanced Distribution Efficiency:**
Trappers' streamlined logistics processes and optimized distribution network enabled 2.0 Food to achieve greater efficiency and accuracy in product delivery.
- **Improved Market Reach:**
With Trappers' expansive coverage and reliable service, 2.0 Food expanded its market reach and penetrated new regions across Canada, strengthening its presence in key retail chains.

- **Enhanced Product Integrity:**
Trappers temperature-controlled network ensured the integrity and freshness of 2.0 Food's products throughout the supply chain, safeguarding quality and customer satisfaction.
- **Cost Optimization:**
Through efficient route planning and resource allocation, Trappers helped 2.0 Food optimize transportation costs and enhance affordability, supporting the goal to bring delicious frozen novelties to Canadians at an affordable price.

Conclusion:

The successful partnership between 2.0 Food Marketing and Trappers Transport underscores the importance of collaboration, innovation, and excellence in the Canadian food industry. By leveraging Trappers' expertise and resources, 2.0 Food has enhanced its distribution operations, achieving greater efficiency, reliability, and market penetration. As pioneers in their respective domains, 2.0 Food Marketing and Trappers Transport continue to set new standards of excellence, shaping the future of food logistics in Canada.

"Trappers Transport understands the unique challenges of the Canadian food market, and their tailored solutions have been pivotal in overcoming those challenges. With their support, we've been able to deliver our diverse range of frozen desserts and novelties to retailers nationwide, consistently exceeding expectations."

Michael Cantin
President

