

# CASE STUDY



## Jeff Frede, Dessert Holdings

Dessert Holdings, a culinary powerhouse in the dessert industry, stands out for its premium layer cakes, indulgent cheesecakes, and innovative dessert concepts. Their commitment to quality and culinary innovation shines through in their North American bakeries, including Steven Charles, The Original Cakerie, Lawler's Desserts, Atlanta Cheesecake Company, and Dianne's Fine Desserts. Operating from St. Paul, Minnesota, and various locations across North America, they offer a wide range of premium desserts, crafted from high-quality conventional, clean-label, and gluten-free ingredients. Their chef-inspired creations are more than just desserts; they elevate every celebration, making Dessert Holdings a distinguished brand for every occasion.

Despite their culinary success, Dessert Holdings encountered significant logistical challenges. The main issue was the inefficiency in their less-than-truckload (LTL) distribution model, especially from their Calgary Distribution Center. This inefficiency hindered their ability to deliver fresh, high-quality desserts consistently, affecting customer satisfaction and operational efficiency.

The need for a specialized logistics solution became apparent, prompting Dessert Holdings to seek

a suitable partner. After a meticulous search, they selected Trappers Transport, known for its expertise in transporting perishable goods and managing time-sensitive shipments. Trappers Transport's proficiency in handling temperature-controlled logistics made them a perfect fit for Dessert Holdings' unique needs.

"Trappers Transport's expertise in logistics has been a game-changer for us. Their commitment to delivering quality service aligns perfectly with our mission to provide premium desserts to our customers."

The partnership with Trappers Transport marked a pivotal moment for Dessert Holdings. Trappers Transport undertook a thorough analysis of Dessert Holdings' distribution requirements and devised a customized solution that transformed their distribution strategy. This solution included a more efficient LTL distribution model, significantly reducing lead times and ensuring consistent weekly deliveries across the Western Canadian network.

"We've seen remarkable improvements in our distribution process since partnering with Trappers Transport. Their tailored approach and attention to detail have been pivotal in enhancing our operational efficiency and customer satisfaction."

Jeff Frede  
Senior Director of  
Supply Chain Optimization



# CASE STUDY



## Jeff Frede, Dessert Holdings

The impact of this partnership was profound. Dessert Holdings saw a dramatic decrease in in-transit cargo claims, dropping to below 1% annually. This marked improvement in handling their delicate dessert products was a clear indication of the enhanced care and efficiency brought about by the partnership. Additionally, the streamlined distribution process enabled Dessert Holdings to effectively manage and expand its diverse product portfolio across various markets. The operational efficiency gained through this collaboration not only improved reliability and responsiveness but also significantly enhanced market presence and customer satisfaction.

Internally, the partnership with Trappers Transport had a positive effect on Dessert Holdings. The Customer Service

Representatives benefited from the more manageable and streamlined distribution model, leading to improved efficiency and reduced stress. This internal improvement was a direct result of the external collaboration, highlighting how strategic partnerships can lead to comprehensive organizational benefits.

In conclusion, the strategic alliance between Dessert Holdings and Trappers Transport was instrumental in overcoming critical logistical challenges. It led to operational efficiency, enhanced service metrics, and increased customer satisfaction, all vital for maintaining Dessert Holdings' leadership in the dessert industry.

“We’ve seen remarkable improvements in our distribution process since partnering with Trappers Transport. Their tailored approach and attention to detail have been pivotal in enhancing our operational efficiency and customer satisfaction.”

Jeff Frede  
Senior Director of  
Supply Chain Optimization

Benefit	Outcome	Quantify Outcome
Efficient LTL Distribution	Streamlined delivery process	Reduced lead times, consistent weekly deliveries
Tailored Logistics Solutions	Customized approach to meet specific needs	Significant reduction in in-transit cargo claims dropped below 1%
Operational Efficiency	Improved internal processes	Enhanced CSR efficiency and reduced stress
Market Expansion Support	Effective management of a diverse product portfolio	Expanded market presence and customer base
Quality Assurance	Maintained product integrity	Consistently high-quality dessert deliveries

