

Rescale



Case Study

WILDGRAIN[®]



*Manufacturers
and brands **both
win** when aligned
partnerships are
formed.*

New brands are intimidated by the logistics of scaling up operations. Manufacturers want new lines of business but are not discoverable and are hesitant to connect with unproven brands.

As a result, **many valuable partnerships go unrealized.**









Unseen matching potential

Each side was behaving in the market in a way that didn't allow them to find one another

WILDGRAIN®

Brand Profile

-  Direct to consumer
-  < \$1M annual revenue
-  18 months in business
-  Frozen only
-  Online only
-  4 full-time employees

Brand Challenges

- Can't find manufacturers to produce at quality standards
- Calls are often ignored, no existing network to tap into
- Logistics such as palletizing product restrictions and freight coordination feel unfeasible



Manufacturer Profile

-  Retail and Wholesale
-  \$15M annual revenue
-  39 years in business
-  Primarily fresh baked
-  2 production warehouses
-  200+ full-time employees

Co-man Challenges

- “Par-baked process” appears overly intimidating
- Don't have time to invest in trade shows, lead generating web presence, etc.
- Not attracting new lines or channels of business

Filling in the missing pieces

Wildgrain was unnecessarily preoccupied with geographical limits. ACME wasn't looking to bring in new business to their fresh production - they had never considered the flexibility of frozen

Finding the match

With the right partner, problems like logistics become secondary

ACME Bread was a good match for Wildgrain due to well aligned brand value propositions such as artisan baking, no preservatives, and high standards of quality. They also had a newly opened production facility (equipment + team).

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Bridging the gap

Par-baked frozen goods is both feasible and advantageous

Frozen is a big advantage in negotiating new business for manufactures. Requiring little infrastructure, it allows production to fill unused capacity during down times. It also allowed Wildgrain to expand their geographic search area.

With a successful partnership, Wildgrain saw increased scale while ACME benefited from a diversified revenue stream.

2 + 6 SKU

New SKUs

2 new full-time SKUs plus 6 seasonal SKUs were launched with the manufacturer.

3.3x

YoY Growth

In 1st year, ACME Bread added over \$150,000 in annual invoices, growing 3.3x yearly.

\$14,075

Savings: fee ratio of 10:1

Saved \$150k/year for \$15k fee, and provided the ability to scale 30X.

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Learn more about Rescale and join our waitlist as a brand or manufacturer to get early access to the platform.

www.rescale.supply