

The Client

The Simply Good Foods Company is a portfolio of brands in the snack food space including Atkins and Simply Protein. These food brands bring simple goodness and health-based foods to families across the world.



The Problem

Simply Good Foods was not handling their spending directly, but relying instead on co-manufacturers. Their corrugated displays were subcontracted out, they were being assembled by another company who was not being challenged to maximize their efficiency when it came to the setup. This meant that they were losing money due to lost time and limited productivity. Worse yet, Simply Good Foods didn't know the questions to ask, or metrics to look at in order to optimize their workflow.

The Solution

We conducted a full sourcing and competitive bid for all packaging items to reduce costs and improve quality. We then implemented a process to **manage suppliers strategically, streamlining the supply chain and reducing costs.**

We worked in conjunction with their suppliers to optimize the shipping and assembly of displays, and we created a new scheduling and planning process to establish long-term sustainability.

The Result

As a result, Simply Good Foods was able to **save \$3M in annual spending** while also reducing the number of headaches caused by supplier relations. Considering their 10% gross margin, that's **the equivalent of \$30M in new business!**