“UPS® SIMPLE RATE TRANSFORMED EVERYTHING” FOR SCIABICA CALIFORNIA OLIVE OIL COMPANY

The Sciabica family runs the type of business that makes your mouth water. Since 1936, they have been growing olives and cold pressing award-winning extra virgin olive oil on their family ranch in Modesto, California. Over the years, some things haven’t changed. The artisan knowledge of olive oil production and demand for the highest quality have been passed down through four generations. But one thing has evolved—how the olive oil gets delivered to the customer.
A NEW WAY TO SERVE WHOLESALE CUSTOMERS

In the early years, Sciabica's California Olive Oil delivered its golden cargo to farmers markets and local customers on its own trucks. But as online shopping took off, more than half of the company's products were being shipped out to retail customers.

This worked fine for shipping a few bottles or to nearby destinations because the price was cost-effective. But the business faced a hurdle to its continuing growth—reaching wholesale customers who wanted larger shipments, particularly those across the country on the East Coast. Sciabica's California Olive Oil was searching for a solution that would allow it to make these shipments quickly and cost-effectively. The company found the answer in UPS Simple Rate.

SIMPLE, FLAT RATE SHIPPING NATIONWIDE

UPS Simple Rate offers flat rate, nationwide pricing for shipments based on the size of the package and the chosen speed of delivery. It is available for UPS® Ground, UPS 3 Day Select®, and UPS 2nd Day Air® services.

"Simple Rate transformed everything for us," says Jonathan Sciabica, vice president and great-grandson of company founder Nick Sciabica. "We can easily get our olive oil to restaurants, tasting rooms, and mom-and-pop shops around the country for the right price. It changed our shipping model from retail-only to retail and wholesale, opening a whole new market."

Sciabica's California Olive Oil created “bag-in-box” packaging for its large 10-liter size of olive oil. The special packaging helps to keep the contents fresher longer for wholesale customers. The company can ship two of these bag-in-boxes in an outer pack for the same low price anywhere in the continental U.S. "It makes it simple for me and my customers count on one flat rate for shipping on my website. It's all the same price with Simple Rate, and it doesn't matter where our customers are located," explains Sciabica.

This means that customers on the East Coast, who previously would have had to wait more than a week to get their shipment, now receive it quickly thanks to UPS 3 Day Select with Simple Rate.

"Simple Rate has given us a way to cost-effectively ship our product to the East Coast, earning us many additional customers," says Sciabica. "It really opened my eyes to a new business opportunity."

A GAME-CHANGER FOR BUSINESS

Another thing Sciabica appreciates about UPS Simple Rate is there is no special packaging required. He can use his own boxes that fit the company's products and brand. “Simple Rate fits around us, instead of us having to fit around set packaging,” states Sciabica.

He also likes how easy it is to keep track of his orders. "I find UPS tracking superior to the competition. UPS gives me more real-time information and higher levels of service during transit."

Sciabica believes UPS Simple Rate has been a game-changer for his business. "Simple Rate has transformed our online business for wholesale and allowed our company to quickly grow into a new market that was previously out of reach," he sums up. "No one else is currently offering the level of easy, quick, and affordable shipping in my industry."

Ready to see what UPS Simple Rate can do for your business? Learn more about UPS Simple Rate