



Sweet solutions

Candyland for customers

Jelly Belly Candy Company is a premium candy-maker of over 100 different types of confections – including annual production of more than 14 billion of their flagship Jelly Belly® gourmet jelly beans, plus gummies, chocolates, and mellocremes.

“We have a very fun, vibrant family-owned business. It’s a blast every day.” says Zahid Rashid, Global Director of Distribution.

The mission at Jelly Belly Candy Company is all about quality in manufacturing and service, so the company naturally looks first and foremost to logistics that provide premium customer service to pair with their sweet deliveries.

“Customer service is our top priority,” says Zahid. “Our shipping partner needs to understand what our customers expect and help us make sure they get it. Reliability and quality control with perishable items, plus on-time delivery, keep costs low for us as well as for our customers.”



Situation

Jelly Belly Candy Company wanted to simplify operations and reduce costs to make sure customers receive premium candy products when they wanted them, at attractive prices. When Jelly Belly took a look at UPS®, it opened the wrapper on an entire portfolio of shipping options.

Logistics solutions

Jelly Belly loved the variety in the UPS portfolio — LTL, UPS Ground and UPS SurePost® — and the ease of accessing all the solutions through WorldShip®. The real treat, however, came with UPS Ground with Freight Pricing, a money saver. It gives Jelly Belly a more economical freight price structure for shipping multiple packages to the same address, on the same day, using UPS Ground.

Bean counting ... with jelly beans

Zahid says that a large portion of Jelly Belly shipments go from its Fairfield, California, manufacturing operation directly to customers' distribution centers. "Another fair portion goes straight to retail stores," he adds. The remaining balance of shipments goes B2C, directly to consumers who place orders online or through other channels.

Recently, Jelly Belly investigated ways to reduce its shipping complexity and costs. Numerous carriers submitted bids to handle the company's shipping needs, many shipments being time-sensitive and perishable.

One bid stood out: UPS®

"For starters, we liked the level of service commitment UPS communicated," Zahid says. "And UPS had more products and solutions that were a better fit for our business."

One particular solution sealed the deal

"UPS Ground with Freight Pricing is almost tailor-made for us," says Zahid. "It has reduced our costs in that area of our shipping, saving us time and giving our customers exactly what they want."

UPS reliability + quality control of perishable items + on-time delivery + cost savings = one sweet (and sealed) deal.

UPS Ground with Freight Pricing

Jelly Belly's UPS account manager explains why UPS Ground with Freight Pricing (GFP) hits the spot.

"Jelly Belly gets the financial advantage of freight pricing, but shipments go through the parcel network to grocery warehouses. There are no pallets, just individual boxes, so handling is less time-consuming and less expensive."

UPS bases GFP rates on origin, destination, weight, and class, just like LTL freight shipments. But since GFP shipments arrive on docks and at doors, not on pallets but as individual boxes, significant savings can be realized. The standard freight fuel surcharge shrinks. Lift gate charges no longer apply. Inside delivery charges go away. Sort-and-segment and notification charges disappear.

Jelly Belly can choose any UPS shipping mode that fits its needs. Zahid says he and his team rely on internal guidelines and UPS to choose the best, most cost-effective, convenient mode for shipping. When dealing with complex shipments, Jelly Belly relies on the counsel of UPS veterans, like their account manager, as well as technology offerings. For GFP, Jelly Belly uses the rate comparison feature provided in WorldShip® to determine if LTL or GFP is the better mode for each shipment.

"The UPS team has taken care of our business and committed to our partnership," Zahid says. "They have really tried to understand what Jelly Belly is all about."

"I would urge any small business to look at its business model for shipping, and measure the costs of LTL against UPS Ground with Freight Pricing," says Zahid.

"See if this solution doesn't fit your business as well as it did ours. We know it's a great product."

Jelly Belly and UPS know one other thing for sure: 14 billion Jelly Belly gourmet jelly beans delivered annually can't be wrong.

Big orders, sweet success

As orders pour in, order size, customer specifications, routing guides, internal guidelines and UPS technology help Jelly Belly determine the optimal mode of transportation — with customer satisfaction a leading priority. UPS's diverse, creative portfolio lets the company fulfill orders by the hundredweight ... or by the Easter basket.

The company uses WorldShip to start a hands-free shipping process that involves creation, printing, application of labels, and then loading.

During last year's peak season for jelly beans (Halloween through Easter), Jelly Belly took an order from a certain national retailer for hundreds of shipping locations. All shipments went out GFP in less than two weeks. Jelly Belly saved substantially on freight rates and managed to get all their shipments out to the retailer during the already busy holiday season.

