

Case Study: Fulfillment

The Challenge

Significant business growth prompted The Honest Kitchen to rethink its logistics network. The company sells through about 5,000 independent pet stores around the country and e-commerce outlets like Amazon and Chewy as well as its own website.

The Solution

“As our supply chain became more developed and sophisticated, we’ve been leveraging Saddle Creek’s systems—including its WMS and OMS—to build out an automated system that supports our omni-channel environment,” explains Vice President of Operations Jake Fuller.

The Honest Kitchen also depends on Saddle Creek to house inventory and orchestrate accurate, fast shipments across the its omni-channel network by utilizing the 3PL’s distribution centers in Joliet, Ill., and San Diego, Calif.

The Results

Outsourcing logistics and fulfillment to Saddle Creek enables The Honest Kitchen to effectively manage the “peaks and valleys” of various sales channels, each of which has its own set of requirements. “That helps us save on labor, storage, and transportation,” says Fuller. “Their systems also decrease transit times to our customers, which is really important when you’re trying to compete with the likes of other online retailers that are providing two-day shipping or less.”

Saddle Creek’s ability to handle both pallets and single orders for individual customers gives The Honest Kitchen an advantage in the omni-channel marketplace that it serves.

“We rely heavily on Saddle Creek to help us scale up as our company continues to grow,” says Fuller. With exponential growth on the horizon, the companies are discussing adding facilities in other locations to further improve speed to market.



Industry:

Pet Food

Business Profile:

All-natural, human-grade foods for pets

Quick Facts:

- › Founded in 2002
- › All products made in the USA
- › Recipes taste tested by company pets
- › Featured in *The New York Times* & *The Wall Street Journal*
- › Portion of profits from online sales donated to a non-profit each month

“ Saddle Creek has the systems, processes and infrastructure in place to support our current needs and adapt very quickly as our needs change.



Jake Fuller

VP OPERATIONS - THE
HONEST KITCHEN

