



## Case Study: Fulfillment

Like fine wines, some business partnerships keep getting better with age. E. & J. Gallo Winery began working with Saddle Creek more than two decades ago. Over the years, the 3PL has supported the winery's B2B sales channel and helped expand operations, identifying strategic locations and opening multiple facilities. Today, they continue working together to grow the business in new sales channels.

### Like-Minded Approach

The companies had a similar start. Gallo was established by brothers Ernest and Julio in 1933, while Saddle Creek was founded by David Lyons in 1966. In 2003, G3 Enterprises was established when multiple companies, owned by the 3rd generation of the Gallo family, combined to continue providing logistics and support services as well as production materials to the Winery and the beverage industry.

Compatible corporate cultures have likely played a role in fostering vital synergies, says Stephen Benard, G3 Enterprises Senior Manager, Business Development, Global Distribution, who has been working with Saddle Creek personally since 2005. "Our companies have a lot of the same values: family owned, employee focused and committed to doing the right thing – for the company and the individual," he explains.

### B2C Expertise

When Gallo decided to launch a B2C sales channel, it was only natural to look to Saddle Creek for logistics and expertise fulfillment support.

"We're small potatoes when it comes to B2C," Benard admits. "We were able to lean on and leverage Saddle Creek's expertise in fulfillment and stand up operations in Fort Worth and Chicago. Their knowledge and experience were instrumental in getting our ecommerce operations off the ground."

### Technology Solutions

Saddle Creek's omnichannel technology solutions played a key role in a successful ecommerce launch. Since Gallo was separately implementing an entire ERP changeover, there was a moratorium on systems changes, so it was necessary to integrate with Gallo's legacy systems.



### Industry:

Beverage

### Business Profile:

E. & J. Gallo is the largest family-owned winery in the world today. G3 Enterprises is an industry-leading packaging manufacturer and logistics provider.

### Quick Facts:

- > Headquartered in Modesto, CA
- > Gallo founded in 1933; G3 established in 2003
- > 15 members of the Gallo family, spanning 3 generations, actively work in the business

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**Stephen Benard**  
SENIOR MGR, BUS. DEV.,  
GLOBAL DIST. - G3 ENT.

“We had to get creative to leverage ability and functionality,” Stephen says, adding, “Saddle Creek was very easy to work with on the customized technology design and build.” The 3PL’s order management system (OMS) serves as the integration layer that connects multiple systems on both ends, bringing data from a variety of sources into one centralized location.

Since launching in the summer of 2018, Saddle Creek has been handling pick/pack/ship for all B2C orders each month through its Fort Worth facility, in addition to managing their traditional B2B orders.

As ecommerce order volume grows, Stephen anticipates working with Saddle Creek to open additional nodes as fulfilment sites to get as close to the consumer as possible.

“Saddle Creek has been a fantastic partner,” he says. “We take their expertise and apply it to our evolution.”

### Service Excellence

Since 1966, we’ve been driven by strong core values and a keen sense of entrepreneurial responsiveness.

We optimize performance by focusing on key areas:

- › Solution Design
- › Business Delivery
- › Systems Integration
- › Continuous Improvement

### Saddle Creek’s G3 Enterprise Locations Nationwide

Saddle Creek’s G3 Enterprise operations are strategically located in key nodes to reach the maximum customer base, in the shortest transit time. Operation locations include Birmingham, AL, Jacksonville, FL, Modesto, CA and Ft. Worth, TX.

