



CASE STUDY



How Reily Foods eliminated \$200K in LTL fees with FlockDirect®.

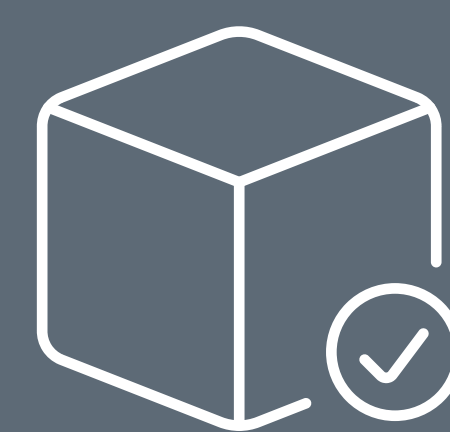
PARTNER: Reily Foods
SINCE: August 2021
SOLUTION: FlockDirect®

KEY WINS



Cost savings

\$230,000



Damage-free rate

100%



CO₂e saved

126.21 metric tons



Terminals skipped

1,058

The headwinds



Reily Foods is a fifth-generation, family-owned company with roots in New Orleans, Louisiana that was founded in 1902. Manufacturing and shipping specialty goods to grocery stores and restaurants throughout the U.S., Reily Foods is primarily known for its tea and coffee—having acquired the New England Coffee Company in 2013.

In the food and beverage space, grocery warehouses are often difficult to deliver to because retailers require precise appointments in order to accommodate multiple deliveries each day. Due to varying weight and size of customer orders, Reily Foods was frequently shipping partial (PTL) and less than truckload (LTL) shipments.

“It’s been an issue for us to find [transportation] partners,” said Reily Foods Supply Chain Manager, Brett Susick.

Appt failure



Late fees



Unreliable carriers



Limited shipping options



The headwinds



To maintain their on-time delivery standards, the company was utilizing different carriers, primarily an LTL network, which Susick called, “a necessary evil.” Shipping LTL was causing continuous issues for Reily Foods, including late fees, damages, and freight claims.

The majority of appointment failures in the last year, which resulted in nearly \$30,000 in late fees, were from LTL carriers.

Since many LTL carriers refuse to pay freight claims, Reily Foods filed more than \$200,000 in claims year-to-date. These freight claims also proved a time-consuming administrative burden for the Reily Foods team.

At this point, the team was looking for “any creative solutions to avoid an LTL shipment,” said Susick. Then, they found Flock Freight.

Accessorial fees



Damages



Unpaid claims



Wasted time & resource



The solution



Reily Foods came to Flock Freight looking for a better, more reliable way to ship their finished products. After analyzing their typical shipment profile and network, Flock recommended our guaranteed, terminal-free FlockDirect® service.

With FlockDirect®, Reily Foods’ shipments are matched and combined with other freight going in the same direction to create a shared truckload. The freight stays on the same truck, with the same driver, all the way to its destination—and they only need to pay for the space they actually need.

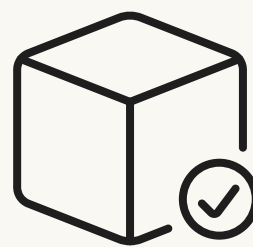
Partnering with Flock, Reily Foods was able to raise their on-time delivery performance to 98% and reduced the amount of damaged goods they experienced through LTL shipments to zero.

Today, Reily Foods uses Flock Freight for both full truckload and shared truckload shipments. Their full truckload shipments are for inbound POs, warehouse-to-warehouse transfers, plant transfers, and outbound sales orders to customers.

For outbound orders, Reily Foods is almost exclusively using FlockDirect®, which Susick said was one of his favorite things about Flock.



Costs avoided
\$230,000



Damage-free rate
100%



Terminals skipped
1,058



CO₂e saved
126.21 metric tons

Reily Foods' Flock Freight experience



Reily Foods is also launching a new transportation management system (TMS) they hope will result in an even greater expansion of business with Flock Freight through an integration with Flock's platform. They plan to expand their weight breaks up to 44 linear feet, bringing more cost savings to the company and converting more truckload or larger LTL shipments into shared truckloads.

During turbulent times, Flock Freight has helped and continues to help Reily Foods manage their costs and deliver high-quality products to their customers on time and intact.



Insights provided by:

Bretty Susick

Supply Chain Manger,
Reily Foods

Significant cost savings.

“Knoxville is our largest facility, and we’re looking to expand that. It’s a big opportunity for us. Before Flock Freight, the lowest truckload rate for 16,000 pounds going from Knoxville to New Jersey was \$3,331, but with FlockDirect®, the rate was \$2,444. That’s significant savings on just one lane.”

Fully integrated relationship.

“As we go live with a new TMS, we can expand our weight breaks to bring even more cost savings—converting more LTL shipments to STL.”

100% damage-free shipping.

“Flock Freight has done a great job servicing us and mitigating these LTL shipments.”

Looking for a more reliable solution?



Discover how Flock can help you ship sensitive products without damage or delays.

[Book a demo ↗](#)

