

# GRAEBEL BAKES THE PERFECT RECIPE FOR THE BAKERS' OF GIRL SCOUT COOKIES

## CASE STUDY

Every year people look forward to purchasing their favorite classic Girl Scout cookie flavor from Samoas® to Thin Mints®. Ever wonder how Girl Scout troops get their cookies? With years of teaming with the annual Girl Scout fund-raiser event, Graebel continues to be a warehouse and distribution partner for the bakers during this sweet part of the year.

### ABOUT GIRL SCOUTS OF THE USA

Girl Scouts of the USA (GSUSA) was founded in 1912 by Juliette Gordon Low to empower girls and build their skills. Today there are 112 councils, 3.2 million girl and adult members with more than 59 million alumnae. Members can be found in more than 92 countries.

<http://www.girlscouts.org>  
<http://girlscoutcookies.org>

### PROJECT SCOPE

For many years Graebel has warehoused and distributed Girl Scout cookies to the local councils in major U.S. markets. In 2013, Graebel efficiently warehoused the product in its world-class facilities and distributed 18 million boxes of Girl Scout cookies in two stages that consisted of the initial delivery and the re-order delivery.

### PROJECT GOALS

To effectively manage relationships with three customers, the Girl Scout councils, volunteers and the bakeries while delivering 1.5 million cases (18 million boxes) of cookies. And to optimally organize equipment, labor and other resources at each branch location for efficient on-time distribution.

### WHY GRAEBEL

Graebel has proven its capabilities to customers time and time again. Each year, new Graebel centers are added to the cookie mix to participate in the annual distribution. Privately owned, Graebel is a single source of control for the bakers to effectively communicate their needs to get the job done quickly. Because of the high level of commitment and service quality, combined with previous cookie distribution experience, the bakers are confident when entering new markets with Graebel. Each year the same experienced Graebel team is committed to the distribution program. Cookies are distributed from modern, secure Graebel centers starting in December.



*Pallets of Girl Scout cookies staged for easy handling into volunteers' vehicles*

### THE CHALLENGE

To balance different needs of three unique customers: two baking companies and the local councils and volunteers. In order to successfully distribute 18 million boxes of cookies, the Graebel team whipped up a strategy for these new locations:

- » Kansas City
- » San Antonio
- » Las Vegas
- » San Jose
- » Los Angeles
- » Kentucky

And, a plan was created to handle the Sacramento, California volume that was expected to double from the prior year.

**(Solution and results on reverse)**

“I understand that we are not Graebel’s only customer, but their customer service really makes us feel like we are.”

– Sykima Lee, Interbake Foods, one of several GSUSA licensed vendors



*Graebel trucks positioned to unload pallets of Girl Scout cookies in California*

## THE SOLUTION

Graebel organized the initial deliveries for up to 50 thousand mega drops of inventory in a span of six hours for the initial delivery which was 70-percent of the multi-million dollar inventory.

To acclimatize each new market to the cookie distribution process, the expert Graebel cookie team traveled to the local centers to oversee the process.

## THE RESULT

The Graebel teams’ can do attitude and flexibility with a customer first focus resulted in a successful 2013 cookie season. Living up to the Graebel service excellence reputation of, What do you need? How can we help?<sup>SM</sup> aided in building and continuing its successful customer relationships.

The Graebel strategy was efficient and the outcome lead to improved delivery times from the previous year saving time and money for the GSUSA licensed bakers.

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