

# Accelerating Brewing Expansion with Reefer Trailer Rentals

*How a Global Beverage Company Seamlessly Transported  
Temp-Sensitive Ingredients Amid Scarce Vehicle Availability*



# Optimizing Fleet Needs to Meet Chilling Beverage Demand

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In the world of adult beverages, you've probably seen a big increase in the popularity of hard seltzers or spiked waters. Overall sales in this category jumped from \$2 billion to more than \$4 billion in just one year. This consumer craze, which has been going on for several years, led a giant in the alcoholic beverage industry to double up and give the people what they wanted. But, competing in this space presented speed bumps to overcome along the way.

While beer is still the primary focus for this renowned beverage company and distributor, some of the ingredients needed for these hard seltzers varied from what they were already stocking on site in their warehouses.

Two key elements were needed to adapt and get heavy production underway efficiently.

1. The ability to transport the necessary and temperature sensitive ingredients quickly between breweries.
2. Having multi-temp systems that would keep everything stored at exactly the right temperature.

How did they find a cost-effective and flexible way to strengthen their operations for more than three years?

A new tactical approach was used to get additional support by way of reefer trailers rented from COOP by Ryder. Using the largest tech-driven fleet optimization and rental solutions platform, this company gained access to a network of thousands of specialized refrigerated trailers. Read on to discover how it all went down.



## The Challenge

*Not enough refrigerated trailers to transport and protect \$50M worth of ingredients.*

In the middle of a surging demand for spiked seltzers, one of the primary challenges facing breweries and distributors alike was the efficient transportation, protection, and storage of ingredients essential for production. With the market experiencing an unprecedented boom, this major nationwide player grappled with handling excess ingredients while keeping their operations flowing seamlessly as they took production into overdrive.

Their most pressing dilemma was needing more space to store these ingredients for their West Coast breweries. It immediately became apparent that the unique requirements for expanding this line of spiked products exceeded their usual brewing capabilities. Because the fermentation process for this drink takes less time than beer, ingredients were needed at a much faster rate to keep up with production.

At first, they decided to rent out an offsite warehouse with refrigerators but quickly found that the logistics were causing delays and increasing costs. Moving ingredients in small batches between breweries was time-consuming, requiring extra loading and unloading. Additionally, the one warehouse space location was expensive and already filled with goods. Getting a bigger warehouse would be way too expensive and eat into their profits. This situation posed a significant obstacle, one that demanded innovative and budget-friendly solutions.

If they were to remain competitive in this beverage war, a new strategy would need to be implemented to navigate the complexities of producing a product to attract consumers.



## The Solution

*Rent specialized reefer trailers using the COOP by Ryder platform as a cost-effective way to move temp-sensitive ingredients.*

Just as this leader in the beverage space was at a crossroads in deciding its game plan for overcoming the problem it had on its hands, Ryder, their longtime transportation and logistics partner, stepped in. When a rental representative from the Ryder team caught wind of their situation, a lightbulb moment came into the picture.

A couple of refrigerated trailers from Ryder's existing fleet were used to test the waters on storing and transporting the extra ingredients brought in daily. The company saw how using this equipment proved to be an efficient way to scale operations, but they would need many more specialized trailers to produce at a higher pace.

A strategic decision was made to leverage trailers using the COOP platform to fulfill their clients' needs. Because COOP has specialized vehicles, like multi-temp trailers that aren't always found at traditional rental companies, and the ability to source trailers nationwide even when availability is in short supply, Ryder tapped into its very own trusted trailer rental partner.

With a highly knowledgeable and resourceful Customer Development Manager from the COOP team helping every step of the way, it allowed for easy and quick access to get trailers with multi-temp features for the ingredients. This collaboration between Ryder and COOP demonstrated adaptability and resourcefulness, ensuring that this customer could get several trailers in a matter of days. For them, this moment was vital in navigating the complexities of the evolving beverage market.



## The Results

*39 refrigerated trailers were rented and used over 3+ years to help the company double their beverage production.*

Once the flexibility and savings that a couple of refrigerated trailers could offer became obvious, the one warehouse was eliminated. The COOP platform allowed them to scale up to the total of 39 specialized trailers needed at one point while demand soared for these seltzers.

They could now easily load, unload, store, and deliver these necessary ingredients between their breweries. They could also protect sensitive ingredients like cold-fermented cane sugar and more with specialized multi-temp units and varying sizes of trailers. Additionally, it was a great benefit that they had access to get assistance from the COOP roadside and service team. If a trailer ever needed maintenance during the rental, they were pleased with how repairs could be done in just a few hours.

Over the course of three years, a trustworthy partnership has endured. And while some of the dust has settled from the hard seltzer battleground, the success of this venture led to sister breweries in the Gulf Coast tapping into and benefiting from this very same case-use application. At the end of the day, the unique way COOP works has made finding new ways to be productive a great tool for businesses across all industries.

## A Case in Summary



**Challenge:** Transport and store temperature sensitive ingredients for a national beverage company.



**Solution:** Rented 39 specialized refrigerated trailers with COOP by Ryder to transport, protect, and store ingredients between breweries.



**Turnaround Time:** Equipment secured in under a week.



**Rental Duration:** Secured long-term rentals with negotiated rates for 3+ years








**Location:** California and the Gulf Coast.



## Why COOP?

COOP by Ryder provides complete flexibility, control, and options so businesses facing transportation challenges have a trusted go-to partner. Our team of experts combined with cutting-edge technology puts businesses in the driver's seat to maximize fleet use.

## Unlock the Power of Fleet Optimization

-  Commercial Trailer & Vehicle Rentals
-  Bulk Rentals for Trailer Pools
-  Storage Solutions
-  Make Money from Idle Vehicles
-  Trusted & Vetted Businesses

For more information, visit [coop.com](https://coop.com).

