From regional supplier to essential ingredient logistics partner

Before it was rebranded, ingredients PLUS (IP) operated as Sweeteners PLUS; a regional sugar supplier and distributor based in New York and Pennsylvania. At that time, leadership saw untapped potential in its logistics capabilities, customer relationships, and growing presence in sweetener ingredients.

Despite its operational strengths, the company lacked a modern brand, digital systems, or a clear go-to-market strategy. It was perceived as a traditional supplier rather than a value-creating partner. Twisted Rope was engaged to help articulate a new vision, one that would seamlessly align with the company's broader strategy.



Challenges

Missing digital foundation

At the start of the engagement, ingredients PLUS had a dated website, no meaningful online presence, and no CRM system to manage customer relationships. There was no consistent messaging across teams or channels, making it difficult to communicate the company's true capabilities or value to potential buyers.

Customer experience gaps

The concept for a digital customer portal—eventually named Pantry—did not yet exist. There was no structured way for customers to view orders, track inventory, or self-serve, creating friction in day-to-day interactions and missed opportunities for loyalty.

Internal disconnect

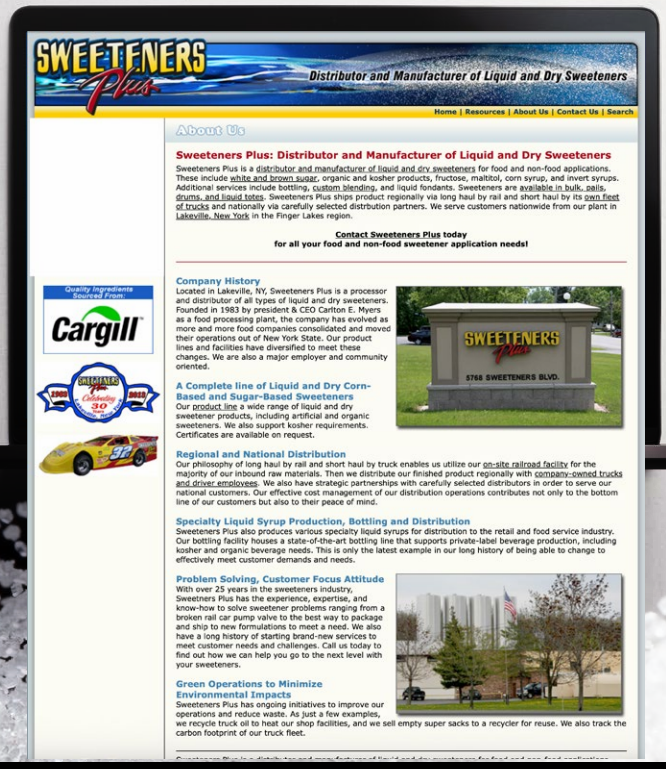
Without a unifying brand or shared narrative, many employees—especially drivers and plant teams—lacked a clear understanding of why their work mattered. The company's story was focused on trucks and sugar, rather than the essential role ingredients play in feeding families and communities. This limited internal motivation and made it harder to rally teams around a shared mission.

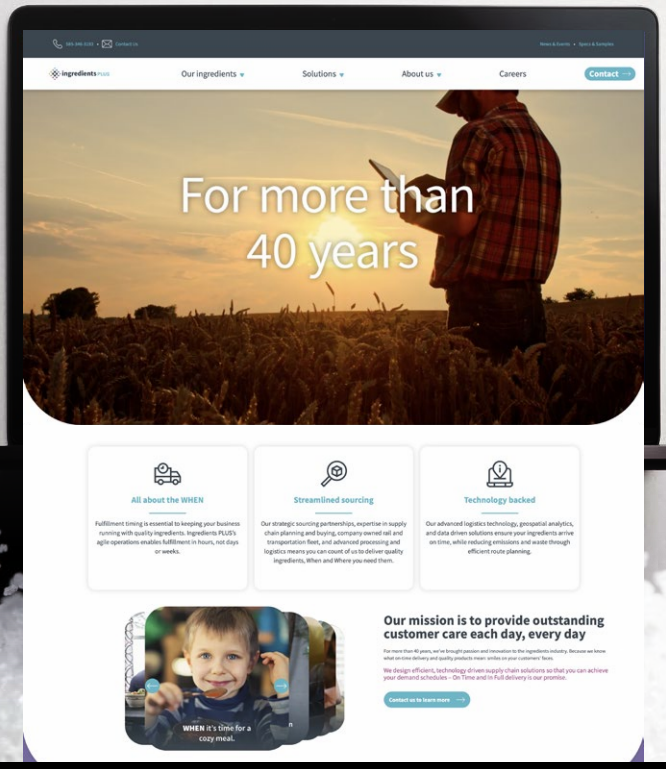
Talent narrative gaps

ingredients PLUS lacked a compelling, visible employer brand, especially for drivers, who play a critical role in the company's ability to deliver on customer expectations. Recruiting relied heavily on word-of-mouth, with limited digital presence or differentiation in a competitive labor market.

Before

After





Solutions

Twisted Rope led a multi-phase engagement to transform ingredients PLUS from a commodity-facing supplier into a modern, market-aligned ingredient logistics brand, while staying grounded in the reality of its operations and customer impact.

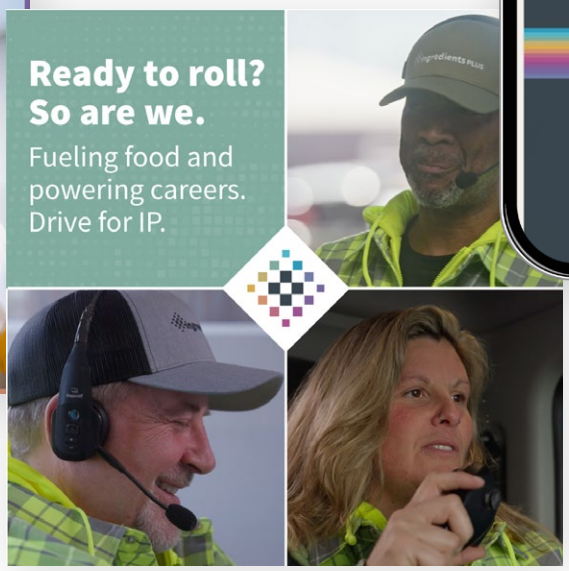
Brand strategy & identity

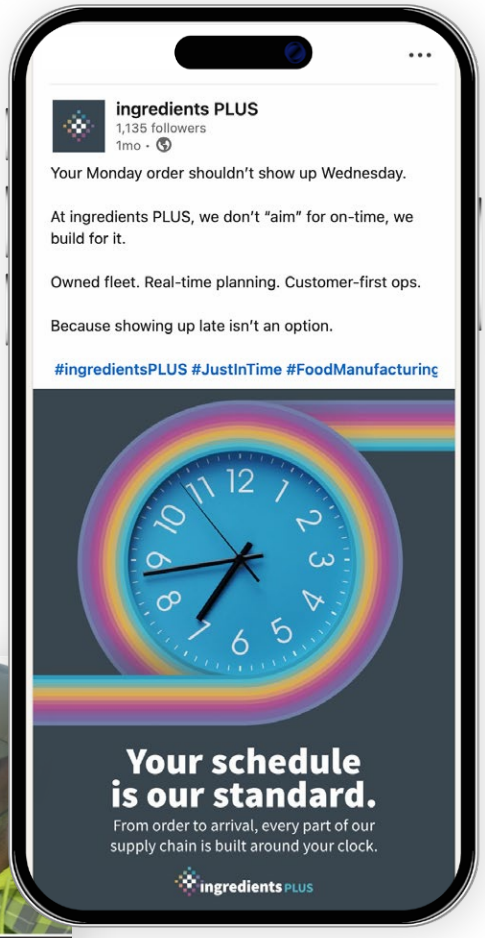
- Guided the renaming and rebranding of the company to ingredients PLUS (IP).
- Grounded the company's emerging brand idea—"It's all about the when"—in operational truth, showing how timeliness, reliability, and presence define the IP experience for customers, employees, and partners.
- Created a full suite of marketing collateral, including business cards, sales decks, truck visuals, printed brochures, and facility signage.
- Led a full-scale brand shoot, producing custom imagery and video to bring the human and emotional side of the business to life.

Sales enablement & messaging

- Developed Ideal Customer Profiles (ICPs) targeting mid-market food manufacturers, private label brands, and co-manufacturers.
- Defined key buyer personas and tailored messaging frameworks for each, built around the themes of reliability, operational partnership, and regional agility.
- Conducted Voice of Customer activities to surface differentiators and inform message-market fit.







Campaigns & outreach

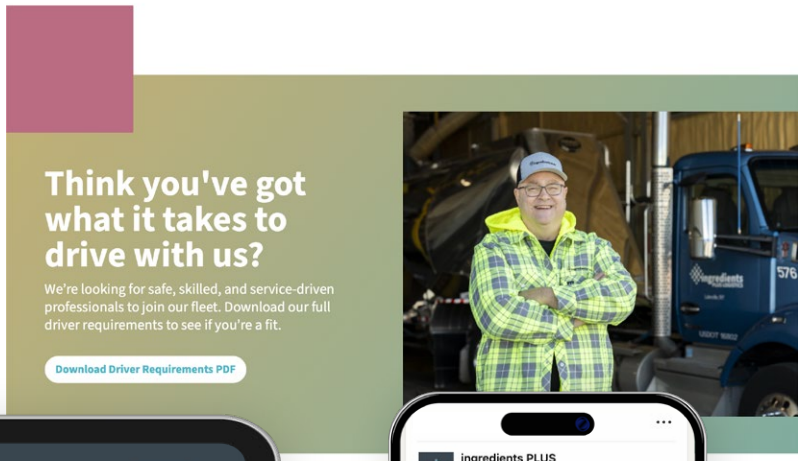
- Created and activated organic digital campaigns, focusing on IP's operational control, regional coverage, and ability to simplify ingredient sourcing for manufacturers.
- Aligned creative and messaging to the company's new identity, targeting decision-makers in key industry verticals.

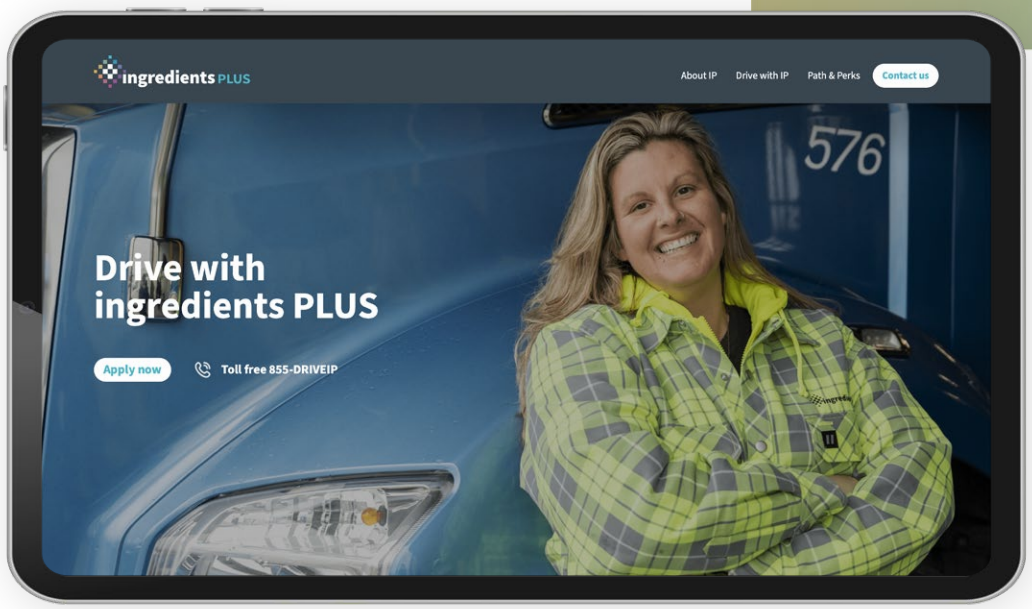
"Pantry" customer portal

- Collaborated with internal stakeholders to shape the strategy, feature set, and rollout plan for a new customer portal.
- Led full UX/UI design and development of the Pantry application.
- Integrated third-party systems to enable real-time order tracking, delivery transparency, and account access for customers.
- Positioned Pantry as a key customer experience differentiator, simplifying communication, increasing transparency, and setting Ingredients Plus apart from competitors.

Employer brand & recruitment

- Launched a standalone Drivers site (drive4ip.com) to recruit CDL-A drivers, emphasizing IP's culture, pay transparency, and regional routes.
- Designed the site to reflect the brand's promise of reliability and purpose, highlighting how drivers live the IP customer promise every day.
- Developed a comprehensive driver recruitment campaign, including channel strategy, creative content, and targeting to reach both experienced and entry-level candidates.
- Rolled out omni-channel campaigns (Google, Meta, YouTube, LinkedIn) with segmented messaging, creative variants, and KPI-driven media spend.

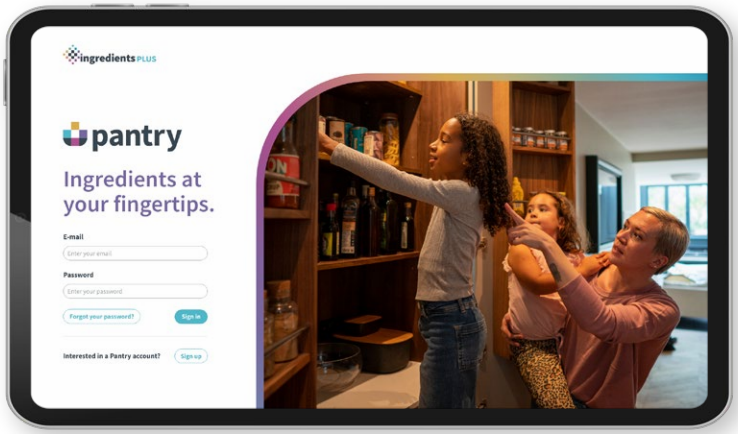


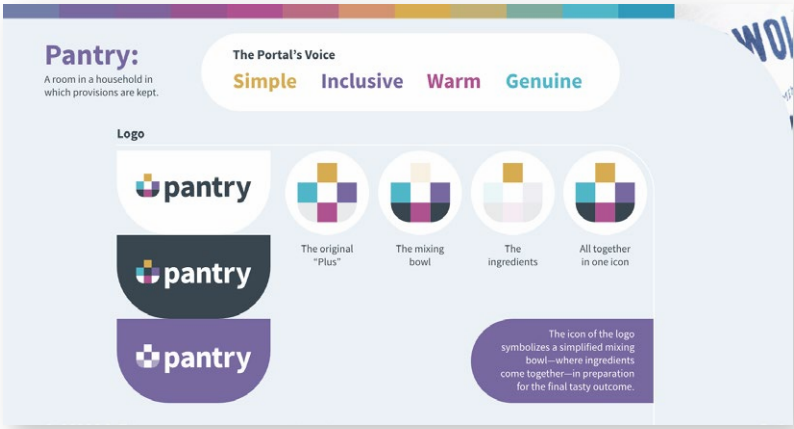


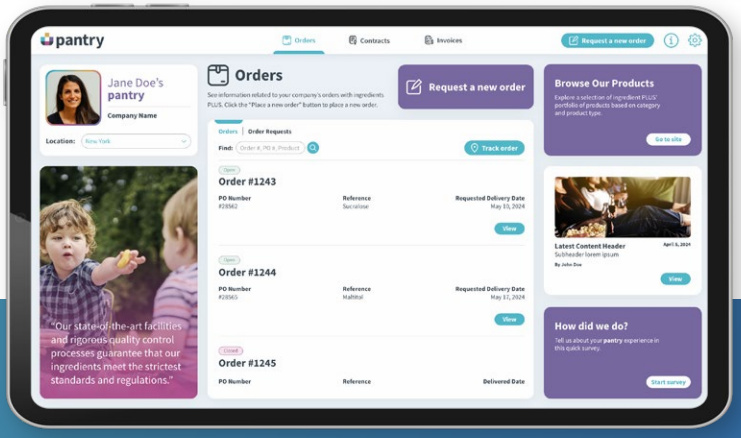


Results

- Introduced a cohesive, modern brand that reflects the company's true capabilities, helping shift perception from commodity supplier to ingredient logistics partner.
- Equipped the sales team with professional-grade tools, consistent messaging, and clear audience targeting, supporting stronger outreach and buyer conversations.
- Activated a digital presence through web, social, and campaign channels, making Ingredients Plus discoverable and relevant to modern food manufacturers.
- Launched the Pantry customer portal, giving buyers real-time visibility into orders, inventory, and delivery, simplifying operations and creating a competitive edge in customer experience.
- Positioned Pantry as a category-differentiating tool, helping Ingredients Plus stand out in a market where most competitors offer no self-service or transparency tools.
- Created alignment across leadership, sales, and operations by grounding the brand in everyday impact; the food that gets made, the people it feeds, and the role ingredients PLUS plays in making that happen.







Twisted Rope's key takeaway

By aligning brand, messaging, and digital experience with the real strengths of the business, Twisted Rope helped ingredients PLUS redefine how it shows up, for customers, for employees, and for the market. What began as a behind-the-scenes processor is now a visible, valued partner, offering not just ingredients, but clarity, reliability, and a better way to do business.

From foundational branding to the launch of a game-changing customer portal, every step was built around a simple truth: it's all about the when, and ingredients PLUS is ready to deliver.

