

CASE STUDY

Crafting a Local Advantage: How Gamer Helped an Indiana Brewery Grow Efficiently

OBJECTIVES

A regional craft brewery based in Indiana faced challenges due to limited storage capacity and inadequate service from their previous supplier. Recognizing the need for a more efficient logistics solution and an opportunity to enhance their Indiana-focused branding, they turned to Gamer Packaging to improve their supply chain.

PROCESS AND SOLUTION

Gamer Packaging quickly recognized the importance of addressing the brewery's logistical needs with both urgency and flexibility. To facilitate a smooth transition from their previous supplier, Gamer immediately engaged the brewery in discussions to understand their storage constraints, production requirements, and branding goals. Within days of initial contact, the teams collaborated on a comprehensive plan that would not only improve service levels but also align with the brewery's commitment to local sourcing.

The solution centered around establishing a customized warehousing program for the brewery's cans, with Gamer's warehouse conveniently located just 30 minutes from their facility. By producing the cans at a nearby facility in Muncie, Indiana, Gamer could offer efficient, economical logistics while providing the brewery with an authentic marketing angle—they could proudly promote that both the beer and packaging were sourced within their home state. This local approach also enabled Gamer to streamline the distribution process, ensuring the brewery had consistent access to inventory without needing to store large quantities onsite.

Throughout this setup phase, Gamer prioritized responsiveness and agility. With all necessary approvals and design specifications completed in record time, Gamer Packaging was able to ship the brewery's first order just weeks after the initial outreach. This swift turnaround underscored Gamer's commitment to proactive service, setting a strong foundation for the partnership.

RESULTS ACHIEVED

The warehousing solution significantly improved the brewery's supply chain flexibility and responsiveness. Gamer Packaging's service levels exceeded expectations, with five SKUs now in regular production, all reliably stored at Gamer's nearby warehouse.

Further solidifying this partnership, the brewery signed a multi-year supply agreement with Gamer Packaging. Both parties anticipate a strong, long-term collaboration that supports the brewery's growth while reinforcing its Indiana heritage.

AT A GLANCE

Challenges

- Operational inefficiencies
- Limited facility space and storage capacity
- Distribution limitations
- Customer services issues