

AIT solution empowers plant-based frozen food company to break into new global markets

Summary

A well-established, family-owned food company based in Europe sought to introduce their innovative line of frozen, plant-based food products to the United States. With a focus on providing high-quality foods, they needed a logistics partner capable of navigating the unique challenges associated with entering new markets and supporting international expansion.

The Challenge

Complex compliance and temperature-sensitivity hurdles

The client required an end-to-end logistics solution to manage everything: international customs clearance, requirements from health authorities (including the FDA), storage, and final-mile delivery across multiple continents. They faced additional logistical complexities in adapting their product distribution to meet the demands of consumers, retailers, and foodservice distributors.

With critical documentation requirements and temperature-sensitive shipments, the client was looking for a consultative, deeply experienced food logistics partner who could guide them through every stage of the supply chain journey with fast, flexible solutions.

The Solution

Customized, comprehensive plans to support global growth

AIT offered a highly tailored approach, guiding the client step-by-step as they established their U.S. market presence and expanded into Asia and Canada. Our hands-on support covered all aspects of the supply chain and distribution process, including:

- **Customs clearance, FDA registration, and door-to-door services**

AIT provided expert assistance in meeting U.S. regulatory requirements, handling door-to-door delivery of initial samples packed in dry ice and shipped to U.S. distribution hubs. Our food logistics team walked the client through essential steps, including customs processing and the final-mile delivery of product samples to prospective buyers across the country.

- **Warehousing and distribution**

Once the client secured U.S. buyers, AIT was prepared to support full-scale product distribution, beginning with importing temperature-controlled (i.e., "reefer") containers from Europe for staging at the AIT-Los Angeles location. From there, the team facilitated order fulfillment, with retail-ready packaging and final-mile deliveries handled by AIT's Truckload Solutions team.

Case Study: Food Logistics

- **International expansion with cross-trade solutions**

As the client grew, AIT enabled additional international ocean shipments for large stock replenishment, via reefer containers from Europe to Canada and Asia. Our teams provided customs clearance and ensured on-time deliveries for stock replenishment and promotional events.

- **Flexible shipping options and expedited freight solutions**

To fulfill last-minute demand for sample shipments at industry tradeshows, AIT pivoted from ocean to commercial air freight for expedited shipments. To ensure seamless transloading from ports to final mile distribution, our food logistics teammates even met with the client's team at critical handoff points to ensure efficient delivery.

- **Diverse final-mile logistics services**

For retail-ready products, AIT provided the client with a tailored solution that preserved product quality, while complying with regulatory standards. We organized final-mile deliveries and stored products for trade shows, retailer sampling, and delivered a fully integrated approach, which included documentation, customs clearance support, and product reconfiguration, as needed.

The AIT Difference Makers

- ✓ **Consultative**, personalized guidance
- ✓ **Custom solutions** that ensure compliance and operational efficiency
- ✓ Expansive global network of more than **150 locations**
- ✓ Deep **food logistics expertise**

The Result

Seamless supply chain process leads to successful market entry

With AIT's support, the client achieved their goal of breaking into the U.S. market within a one-year timeframe, establishing a steady supply chain for retail distribution across North America while expanding into Canadian and Asian markets.

AIT's 24/7 availability and food logistics control tower provided real-time visibility and immediate issue resolution, enabling unencumbered access to complex markets.

Additionally, our consultative approach helped the client identify cost-saving opportunities and stay within budgetary constraints, further enhancing the partnership's value.

Discover what AIT can do for you

For more information about AIT's food logistics solutions, contact us at staylor@aitworldwide.com or +1 (630) 238-5968