



## **“We knew we could not find ourselves in an out-of-stock situation. Yet we could not spend a lot of money on logistics.”**

**STEPHANE PICARD**, Vice President, Minerva U.S.A.

### **MINERVA BRINGS IT TOGETHER**

Minerva U.S.A. Inc., the North American subsidiary of a leading olive oil manufacturing and trading company, had to move quickly when it landed a major club account at the end of last year. The new account is expected to triple the volume of Fort Lee, N.J.-based Minerva, a subsidiary of Minerva S.p.A., Genoa, Italy.

The company had six months to procure the raw materials, manufacture the product, finalize packaging and labels, make all logistical arrangements, import the product, and begin shipping it to the new account.

Recognizing that its customer was taking a risk by using a single supplier to produce and deliver a large volume of private-label olive oil, Minerva sought to design a logistical solution that would deliver the highest levels of service at the lowest possible cost. “We

knew we could not find ourselves in an out-of-stock situation,” says Minerva vice president Stephane Picard. “Yet we could not spend a lot of money on logistics.”

The company examined all logistical possibilities, including shipping product direct to the club account’s distribution centers, and evaluated a range of distribution networks with different DC combinations. Minerva, which had historically worked with a freight forwarder, carrier, and multiple warehousing providers, “knew we had to get organized in a totally different way, and began thinking about an integrated solution,” Picard explains.

After evaluating several logistics providers, Minerva selected USCO Logistics, a subsidiary of Kuehne & Nagel International AG, to manage storage, shipping, and delivery to the club account’s facilities via truckload

and LTL distribution. Kuehne & Nagel manages all aspects of the import transportation, U.S. customs brokerage, and container delivery to the USCO distribution centers. All products arrive for storage at the USCO DCs in ocean freight containers.

Minerva’s outsourced distribution network includes one distribution center each in Miami and Portland, Ore., plus two DCs in California. The four DCs, which serve nine customer warehouses, will soon be joined by a fifth facility, located in New Jersey.

Working with a single provider has helped streamline Minerva’s logistics process. “Instead of talking to five companies with five systems and five cultures, I talk to one,” Picard says. “It’s very harmonized, and has saved us a lot of time and hassle.” ■



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