

A close-up photograph of a hand holding a white coffee cup filled with a latte. A stream of milk is being poured into the cup, creating a delicate leaf-like pattern on the surface of the coffee. The background is dark and out of focus.

Foodbuy conducts a full RFP and saves Member 8% on a top-selling proprietary item.

Member Profile

This Member is a franchised chain of coffee shops working to build brand recognition in its markets.



243 locations across the continental United States.

The Challenge

This rapidly growing Member wanted to improve cost and reduce volatility for its highest volume proprietary dairy product while maintaining the brand's quality standards.

The specific product was responsible for an estimated \$2.3 million in purchasing volume between the months of May 2019 through April 2020.

The Solution

Foodbuy developed a custom procurement strategy, which required leading a strategic bid and negotiation on behalf of the Member. Foodbuy contacted several manufacturers, coordinated samples, negotiated a lower everyday price, and arranged for a buy-in based on market conditions. Savings and cost stabilization was achieved by isolating the core cost components of the proprietary item, and as an added bonus, the Member was able to maintain its existing supplier.

The Results



Projected 8% total cost savings on single product responsible for \$2.3 million in pre-COVID purchase volume.



Projected 18% total fixed cost savings.



Member was able to meet quality standards and maintain its existing supplier.