



A Fireball fire drill: Kuehne+Nagel shines with BWS



Summary

When Sazerac tapped Kuehne+Nagel's VinLog division for a complex export project, they turned to trusted partner, BWS Logistics, for support. Bringing deep cross-docking experience and exceptional communication to the table, the 3PL helped K+N shine. The result: The global freight forwarder earned the trust of its customer—and a massive new project.

Business

Deftly executing complex global beverage logistics services

When alcoholic beverage companies, like Sazerac, move product, they count on VinLog. Part of the K+N network, this beverage logistics services provider takes on trade management, customs compliance, carrier price negotiations, and track and trace to ensure customer cargo is delivered in perfect condition—and on time.

Demonstrating exceptional customer care and value-added service time and time again, K+N has earned the trust of even the largest global brands.

Challenge

Massive volume, minuscule timeline

Sazerac had a big ask: It declared its intent to export Fireball Cinnamon Whisky to Rotterdam and Dublin to realize a federal tax exemption window, and it needed K+N to get 79 containers moved out of the U.S. on a tight, business-critical timeline.



Client Profile

Industry

Logistics and Transportation

Organization

Kuehne+Nagel, Inc.
9,000 employees

Missing the deadline would be costly.

Initially, Sazerac wanted to move the inland cargo via rail from its two locations in Frankfurt, KY and Jeffersonville, IN to Norfolk, VA. Unfortunately, the steamship line didn't have equipment to load the containers at the Louisville, KY ramp. Complicating matters further, there was limited truck capacity in both areas.

The liner shipping company proposed other solutions but they increased costs and transit times, and the uncertainty surrounding delivery rendered them non-starters.

How would K+N ship that many containers on short notice—and without delay?

Solution

Veteran logistics team proposes cross-docking solution

The K+N pricing team recommended VinLog Drinks Logistics Manager, Andres Suarez use a blend of truckers to execute the large project. He pushed back, wanting long-time partner, BWS, to take the reins—even in the face of challenges from upper management about the project's scale.

"I know my people," says Suarez. For five years, BWS has serviced the import side of the account under K+N's direction. "BWS does a great job. They are within the price range, and the service is exceptional."

Specializing in cross dock shipping, the 3PL proposed moving the cargo over the road from Sazerac's two locations to three cross-docking facilities near the Port of Virginia. The whisky would be loaded into containers there to make the export deadline.

"The project was very challenging due to the time constraint," Suarez says. "It was stressful, but BWS was very confident that they would be able to accomplish it. They never hesitated; they told me this is doable."

Results

All containers successfully meet the export deadline

In less than four days, BWS delivered 79 containers to Hapag-Lloyd, ensuring Sazerac could realize their tax exemption savings.

The success of this large, complicated operation involving so many stakeholders hinged on clear communication and attention to detail.

“Every day, BWS explained to us their game plan to make this happen,” says Suarez. It was a success. “At the end of the day, the customer was extremely satisfied with us.”

Benefit

Demonstrating capabilities, K+N earns a new, large contract

“We proved that we could do projects on short notice, in spite of the challenges,” says Suarez. He also explains that this success won new work. “In the end, Sazerac assigned us another project for 1314 containers from August through the end of the year. We’re using rail, and BWS is our preferred transloading partner.”

This success reaffirmed Suarez’s commitment to BWS.

“They make the changes that I need in order for me to succeed,” says Suarez. “If I have a challenging situation, I can translate that into positive news for the customer, thanks to BWS. I wouldn't give my cargoes to anybody else.”

Connect with BWS

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