

# CASE STUDY



## Transportation Management

A pioneering health and wellness snack manufacturer eliminated logistics bottlenecks, reached 95% on-time delivery rates with major retailers, and unlocked nationwide distribution at Target after partnering with BlueGrace.

Industry: **Health & Wellness / Consumer Packaged Goods**

**95%**

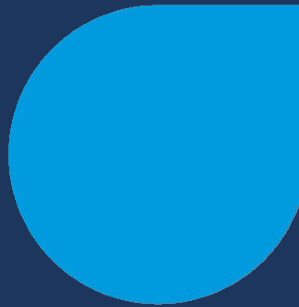
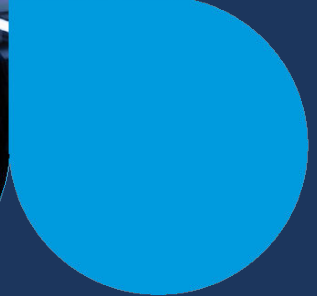
On-time rates with major big box retailers

**500K+**

Pounds of product shipped weekly

**100+**

Retailers served nationwide



## Introduction

In 1993, Benny “Cyclone” Turner pioneered the healthy protein-based snack market when he co-founded Lenny & Larry’s: The Complete Cookie. A former American Gladiator competitor, Turner created a great-tasting, natural, protein-packed cookie that became a hit with the health and wellness crowd. With years of hard work, the company grew and really took off in 2013.

But rapid growth created a new problem. Lenny & Larry’s healthy cookies had become a hot commodity, and the company’s distribution infrastructure was not up to the increased demand. Logistics challenges piled up and began pulling focus away from the company’s core mission: making great cookies. BlueGrace was brought in to take over transportation management entirely, giving the team back the time and clarity to focus on what they did best.

### Client Profile

Industry

**Health & Wellness / CPG**

Product

**Protein-based cookies & snacks**

Headquarters

**Los Angeles, California**

Services

**Managed Transportation**

Key challenge

**Low MABD on-time rates during explosive growth**

## Background

Lenny & Larry's rapid rise in the health and wellness snack market was a story of product-market fit at its most powerful. But the same explosive growth that made The Complete Cookie a hit with fitness enthusiasts and health-conscious consumers also exposed a significant vulnerability in the company's supply chain.

On-time to MABD (Must-Arrive-By-Date) rates were falling short of the stringent requirements set by major big box retailers and grocery chains. For a fast-growing consumer packaged goods brand, retailer compliance is not optional. Chargebacks, reduced shelf placement, and at-risk vendor status are the consequences of repeated MABD misses, and Lenny & Larry's was already feeling the impact.

The root causes were layered. Without a dedicated transportation management infrastructure, the company lacked visibility into carrier performance at the individual customer location level. Route scheduling and carrier selection were not optimized to the realities of Lenny & Larry's production cycle, meaning ship dates were often misaligned with retailer receiving windows. Load consolidation was inconsistent, and the operational burden of managing all of this manually was pulling leadership attention away from production and growth.

The business needed a transportation partner that could take full ownership of planning and execution, with the data infrastructure to diagnose root causes and the operational capacity to drive continuous improvement across the entire carrier network.

# The Solution

## Methodology

BlueGrace took full ownership of transportation planning and execution, deploying a three-part approach: stabilize operations through transition management, diagnose performance gaps through granular data analysis, and align ship-date logic with Lenny & Larry's production realities.

### 01

#### Transition Management

BlueGrace took over transportation planning and execution end-to-end, including booking appointments, scheduling routes, selecting and managing carriers, and consolidating loads, with a focus on driving immediate and sustained on-time performance improvement.

### 02

#### Continuous Improvement Processes

BlueGrace drilled down to on-time performance rates at the individual customer location level and cross-referenced them against carrier performance ratings, identifying the specific carrier/lane combinations causing MABD failures and building an optimal carrier mix from the data.

### 03

#### New Ship Date Logic

BlueGrace developed new ship-date logic engineered around Lenny & Larry's production schedule and retailer receiving windows, ensuring orders were tendered to carriers at the right moment to hit MABD requirements at major big box retailers and grocery chains.

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Our on-time rates improved dramatically. As a result, Target awarded Lenny & Larry nationwide distribution to their stores, when previously we were viewed as an at-risk vendor. That's a major turnaround for our company and has helped us achieve our goal for nationwide sales.

Andrew Klucznik | Director of Sales and Operations Planning, Lenny & Larry's

## Results

### Process Optimization

Lenny & Larry's ships roughly half a million pounds of product each week to over 100 retailers nationwide. BlueGrace ensures the right orders reach the right locations on time, eliminating the operational burden of managing appointments, routing, and carrier coordination that had previously consumed internal resources.

### Improved Shipping & Distribution

On-time rates climbed to 95% with major big box retailers, and Target, which had previously flagged Lenny & Larry's as an at-risk vendor, awarded the brand nationwide distribution to its stores. Lenny & Larry's became the number one protein-based cookie in the U.S., a position made possible in part by the logistics infrastructure BlueGrace put in place.

### Focusing on Production

What started as a logistics partnership evolved into something deeper. With BlueGrace managing transportation end-to-end, the Lenny & Larry's team redirected its energy back to the business: developing new products, expanding retail relationships, and scaling operations. BlueGrace's comprehensive view of their systems also found ways to cut costs beyond freight rate management.

## Results Summary

**95%**

On-time delivery rates with major big box retailers

**500K+**

Pounds of product shipped to retailers every week

**100+**

Retail partners served across the U.S.

**#1**

Protein-based cookie brand in the United States

## Conclusion

The Lenny & Larry's engagement illustrates what happens when a high-growth consumer brand stops trying to manage logistics internally and hands it to a partner with the technology, data, and operational depth to do it right. MABD compliance went from a persistent liability to a competitive strength, unlocking opportunities that had previously been out of reach.

Target's decision to award nationwide distribution to a brand it had considered at-risk is the most direct proof point. But the broader impact was the freedom it gave the Lenny & Larry's team to focus on what they were actually built for: creating products that customers love and scaling a brand with real momentum.

The relationship also evolved beyond transaction management. BlueGrace became a trusted operational partner, embedded in the daily rhythm of the business and continuously finding ways to reduce cost and improve performance. That kind of partnership is what separates managed transportation from freight brokerage.

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By bringing in BlueGrace Logistics to handle our logistics needs, we stopped worrying about transportation and focused on baking cookies.

[Andrew Klucznik | Director of Sales and Operations Planning, Lenny & Larry's](#)

### ABOUT BLUEGRACE

BlueGrace Logistics is one of the nation's largest Managed Logistics providers, delivering customizable transportation management solutions that help shippers control freight spend through advanced technology and a broad network of trusted carriers. With offices strategically located in major transportation hubs across the U.S. and Mexico, including national headquarters in Tampa, BlueGrace serves over 10,000 customers annually through its proprietary technology platform, BlueShip, that has connectivity with more than 250,000 carrier suppliers. BlueGrace is part of the technology portfolio of Warburg Pincus, a leading global private equity firm.



2846 S. Falkenburg Road  
Riverview, Florida 33578

Phone: 800.MY.SHIPPING Fax:  
813.626.7447

Email  
[contactus@mybluegrace.com](mailto:contactus@mybluegrace.com)

Web  
[www.mybluegrace.com](http://www.mybluegrace.com)