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# Foodservice Distributors Case Study

Regional Distributor Grows Sales  
with Sustainable Solutions



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# Client

A regional foodservice distributor struggled to compete with Amazon and direct-to-consumer platforms. They wanted to offer smaller-quantity, eco-friendly products without raising costs or cutting into their margins.



# Background

The distributor's restaurant and corporate clients were demanding plastic-free, compostable alternatives, but they couldn't justify higher costs or smaller order quantities.

Their biggest challenges were:

- **Finding cost-neutral**, compostable alternatives.
- **Competing with Amazon** on price and convenience.
- **Reducing the financial risk** of switching to sustainable products.





# Solution

Emerald Ecoventions introduced a customized sustainability sales strategy with:

- **Plastic-Free, Compostable Convenience Packs:** Allowed the distributor to offer smaller unit quantities at competitive pricing, preventing them from losing customers to Amazon.
- **No-Cost Sustainability Sales Support:** Provided training and marketing materials to help their sales team sell sustainable products without increasing costs.
- **Custom Bulk Pricing Structure:** Structured product pricing to match their existing inventory costs, making it easy to introduce sustainable options.





# Results

**7-figure annual sales growth, securing new restaurant and corporate accounts.**

**Increased customer retention, as businesses preferred sustainable options at no extra cost.**

**Eliminated 2.5 million pounds of plastic waste from the supply chain.**

# Conclusion

By introducing cost-neutral, sustainable solutions, this distributor expanded its product line, retained more customers, and increased sales—all without raising costs or cutting into margins.





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