



Food & Beverage Customer Success Story

Restoring Service Excellence in Western Canada

Overview

A leading North American beverage manufacturer engaged XTL to stabilize and strengthen a critical portion of its Western Canada supply chain after persistent service challenges began to impact retailer performance and long-term growth plans. With national distribution requirements and high service expectations from major retailers, the customer required a logistics partner capable of improving reliability, reducing transit variability, and supporting future expansion in the Canadian market.

XTL delivered an integrated warehousing and logistics solution centered on its Calgary (Balzac) distribution facility, supporting faster response times, improved On-Time, In-Full (OTIF) performance, and a more resilient Western Canada distribution network for the portion of the business under XTL's control. Since go-live in early 2024, the partnership has driven measurable service improvements while positioning XTL as a long-term strategic logistics partner.

THE BUSINESS CHALLENGE

In early 2023, the customer's Western Canada network was increasingly exposed to disruption. Long-haul replenishment from Eastern Canada, combined with severe weather events and broader supply chain volatility, resulted in extended and inconsistent transit times. These challenges drove variability in delivery performance and declining OTIF metrics across Western Canada.

For a beverage manufacturer operating in a highly competitive retail environment, service reliability is critical. Major national retailers, including Costco, maintain strict delivery requirements and low tolerance for missed or late shipments. As service performance deteriorated, the customer faced growing pressure to stabilize its network and protect key retail relationships.

Beyond immediate service concerns, the customer also required a solution that could support seasonal demand fluctuations, manage high-volume palletized product efficiently, and scale alongside future growth initiatives. A traditional, static warehousing approach would not be sufficient. The customer needed a responsive 3PL partner with deep food and beverage expertise, proximity to market, and the ability to closely coordinate warehousing with select transportation activities for greater efficiency.



XTL's Strategic Solution

XTL designed a tailored logistics solution aligned with the customer's operational and commercial requirements. At the core of the solution was XTL's Calgary (Balzac) distribution center, strategically located to serve Western Canada retail markets with improved speed and consistency.

By positioning inventory closer to end customers, XTL reduced reliance on long-haul replenishment from Eastern Canada for the portion of volume flowing through the Calgary facility. This proximity-to-market approach shortened lead times, reduced exposure to weather-related disruptions, and enabled faster response to retailer demand.

The Calgary operation was engineered for high-velocity pallet handling, supporting efficient inbound receipt, storage, and outbound distribution of beverage products. XTL implemented disciplined material handling processes and inventory controls designed to protect product integrity while maintaining throughput in a high-volume environment.

XTL also supported a defined portion of the customer's transportation activity connected to the Calgary distribution operation. Inbound and outbound transportation within this scope was closely coordinated with warehouse execution, reducing handoffs, improving visibility, and enabling proactive management of deliveries across Western Canada. This integrated approach allowed XTL to efficiently manage appointment scheduling, align transportation capacity with outbound demand, and maintain consistent service levels during peak and seasonal volume fluctuations.

The solution was intentionally designed with future growth in mind. The operation includes the flexibility to support value-added services and future ecommerce fulfillment requirements, ensuring the customer's network can evolve without the need for significant structural changes.



Execution and Ongoing Partnership

From onboarding through go-live, XTL worked closely with the customer to ensure a smooth transition and minimal disruption to ongoing operations. The implementation focused on operational discipline, clear communication, and strong alignment between warehouse execution and the transportation activities managed by XTL.

Since go-live in early 2024, XTL has managed over 12,000 pallets on behalf of the customer through the Calgary facility. Day-to-day execution is supported by dedicated operational oversight, performance monitoring, and continuous collaboration with the customer's supply chain and commercial teams.

XTL's ability to adapt to volume variability, manage seasonal demand, and deliver consistent execution within its operational scope has been a key differentiator. Rather than a one-size-fits-all approach, the solution continues to evolve alongside the customer's requirements, reinforcing XTL's role as a strategic partner rather than a transactional service provider.

Results and Impact

The integrated warehousing and transportation activities managed by XTL have delivered sustained improvements in OTIF performance across Western Canada for the portion of the network under XTL's responsibility. Improved service reliability has strengthened retailer confidence and helped the customer protect critical national retail relationships.

By reducing transit variability and improving execution consistency within the Calgary-based operation, the customer has gained greater control and predictability across its Western Canada distribution footprint. The localized distribution strategy has also improved responsiveness to market demand while aligning logistics costs with actual volume requirements.

Most importantly, the success of the operation has positioned XTL as a long-term strategic logistics partner as the customer continues to expand its footprint in Canada. The solution provides a scalable foundation that supports current operations while enabling future growth, innovation, and service differentiation.



Conclusion

Through a customized logistics solution focused on warehousing excellence and tightly coordinated transportation within a defined scope, XTL helped a leading beverage manufacturer restore service performance in Western Canada. By combining proximity to market, operational discipline, and efficient execution, XTL delivered measurable service improvements and increased supply chain resilience.

As the customer continues to grow in Canada, XTL remains a trusted partner, providing the infrastructure, expertise, and flexibility required to support evolving business needs in a highly competitive food and beverage landscape.