

CASE STUDY

Let's Share a Toast

Celebrations and in-person networking is a challenge during COVID-19 lockdown. That didn't stop US Specialty from turning their annual internal networking meeting into a virtual celebration with some bubbles.

The distributor reached out to us about eight weeks in advance for a small event that the company was planning for... only 2300 participants. They wanted to celebrate the kick-off of their virtual event with a champagne toast. Not to leave anyone out they requested built-in options: Two glasses and two bottles, one regular bubbly and one a non-alcoholic option. The set

of two small (187ml) bottles and two stemless champagne flutes was all packaged in a custom-designed wooden wine crate with four slots to hold each of the bottles and flutes. All items—the box, bottles and glasses were custom-branded with the US Specialty logo.

The challenge with this project was sourcing everything in the numbers needed in the time frame required. The key was to be persistent with our vendors and creative in working around roadblocks. Our glass supplier couldn't source flutes fast enough, so we arranged a pickup which shaved several days off the delivery time. Our sparkling grape

juice supplier wasn't going to bottle, so we tripled our normal order to secure a bottling date. Begging and pleading also made an impact. In the end, the order even increased and we ultimately drop shipped nearly 2400 units. Of these, 1700 shipped the same day! This was a huge undertaking on a compressed time schedule, but we met the challenge and the event was a success.

