

Case Study

QLiner tapped to protect high quality, pitch-ready liquid yeast for Probrewers and Homebrewers

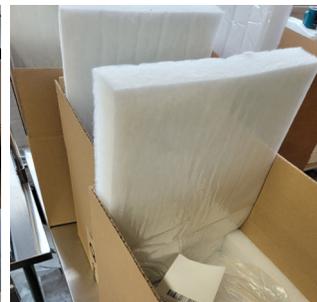
Challenge

The business of producing and shipping liquid yeast cultures is a fine science to say the least! Craft yeast is used by professional and home brewers to yield new and exciting flavors of craft beer. When the final product is ready for distribution, the optimal temperature for transport is as close to freezing as possible (without actually freezing) and not exceeding 55°F. It is imperative that the yeast not get too hot, or even worse, freeze. Shipping year-round to just about every known geographical location requires a system of cold chain management. Omega Yeast takes pride in delivering the freshest product to their customers 100% of the time, which leaves no room for error in this system. The duration of each shipment does not exceed 48 hours to ensure the product stays fresh throughout the delivery process.

Solution

Being local to Chicago, the QProducts team was tapped to assist where others have come up short. With our company values aligned in the customer service area, the QTeam got right to work in recommending our 1.5" QLiner as the solution for the job! Without divulging any trade secrets, the QLiner was tested rigorously by Omega Yeast to meet their specifications and the partnership was well on its way. Using a combination of gel packs and a quality thermal liner, Omega Yeast has taken every precaution to maintain the integrity of their product from A to Z.

“ From a customer service perspective, it's been a pleasure working with the QProducts team. It's also worth noting that we haven't had any complaints regarding the temperature of our product. ”
— Lisa Beck, Project Manger



Commodity:
Craft Yeast for craft brewers



Industry:
eCommerce



Application:
Direct-to-Consumer



Duration:
48 Hours



Challenge:
Maintain 55° F for up to 48 hours



Solution:
QLiner