



# SHIPPING SOLUTIONS FOR A FROZEN SEAFOOD GIANT

“Every time you talk to someone at Load Delivered, you can tell how committed they are to servicing their customers.”

“If problems occur, they fix them.”

“They are the first people we call when we need something shipped.”

— JIM KEATING,  
MAZZETTA COMPANY, LLC

How **Load Delivered Logistics** Solved the Shipping Challenges Presented by Mazzetta Company

## OUR RELATIONSHIP

To gain some perspective on the relationship between Load Delivered Logistics and Mazzetta Company, contrast these two snapshots:

—In the beginning of 2008, Load Delivered begins covering a few loads for Mazzetta, one of the world’s leading suppliers of premium frozen seafood. Mazzetta ships seafood all over the country, and these initial loads account for only a small fraction of Mazzetta’s total weekly shipments.

—By the end of 2011, Load Delivered is handling 90-95% of Mazzetta’s frozen seafood truckloads. This entails dozens of moves every week and includes an array of dedicated lanes.

## THAT’S A MASSIVE CHANGE. WHAT HAPPENED?

What did Load Delivered do to earn such a high volume of business from Mazzetta? Put the question to Jim Keating at Mazzetta and he’ll give you a list of reasons, but in the end, it all comes down to this: Load Delivered provided consistently **reliable service** and went the extra mile to meet Mazzetta’s shipping needs.

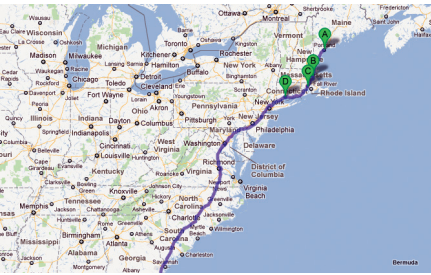
Load Delivered’s dedication to service meant finding successful ways to solve the specific challenges presented by Mazzetta’s freight. Mazzetta



needed to ensure that high-value shipments of frozen seafood were delivered to their customers at very specific times. **Miss a delivery and you can have a quarter of a million dollars’ worth of frozen Maine lobster on your hands.** Using a team of skilled personnel and the best technology available today, Load Delivered crafted creative solutions to the shipping requests coming from Mazzetta. The result is a business partnership that brings solid benefits to both sides.



# THE LOGISTICAL CHALLENGES OF SHIPPING FROZEN SEAFOOD FOR MAZZETTA



- ✓ Temperature-Controlled Equipment
- ✓ High-Value Freight
- ✓ Strict Arrivals
- ✓ Expedited Shipments
- ✓ Consolidation

## THE SEAFOOD MUST BE KEPT FROZEN.

Mazzetta needs the product inside every single trailer to be kept at -10°. Load Delivered had to find temperature-controlled carriers that could handle this requirement. Not all refrigerated trailers can maintain a temperature that cold.

## THE CARGO ON EACH LOAD IS EXTREMELY HIGH-VALUE.

Shipping high-value cargo ups the ante for everyone involved, because large sums of money are at stake with every load of Mazzetta's frozen seafood. In order to qualify to carry these loads, carriers must carry a high amount of insurance, and this requirement shrank the pool of available carriers even further.

## MANY DELIVERIES HAVE TO MEET A STRICT ARRIVAL TIME.

Mazzetta sells seafood to vacation cruise lines and major retailers, both of which routinely require shipments of seafood to arrive at very specific times. The retailers specify an appointment window at their receiving docks, and missing that appointment can be costly. The cruise lines pose an even harsher challenge, because the load will be entirely lost if the ship has already left the dock.

## SOME LOADS HAVE TO BE EXPEDITED TO FULFILL A RUSH SEAFOOD ORDER.

Mazzetta can't plan every shipment days in advance, so there are times when Load Delivered is asked to expedite a particular load. A call may come in on Monday that a load from the East Coast needs to be carried across the country to arrive at a cruise ship on the West Coast by Wednesday.

## EXTRA PICKUPS AND DELIVERIES ARE ADDED TO SOME TRUCKLOAD SHIPMENTS.

There are times when Mazzetta encounters an unanticipated need to consolidate orders, and the result is a request to add pickups and deliveries to a standing order for a standard truckload shipment. Consolidating the shipments optimizes the delivery routing and allows Mazzetta to fulfill multiple orders within tight delivery deadlines, but tacking on additional stops to a truckload shipment can greatly complicate scheduling and pricing.

# THE SOLUTIONS OFFERED BY LOAD DELIVERED



**“From working with a variety of carriers and brokers, I’ve learned that good service is not a given. Their attention to detail makes them stand out.”**

— JIM KEATING,  
MAZZETTA COMPANY, LLC

*No other broker in their right mind would ever ask a truckload carrier to do this. We were very impressed, to say the least.”*

## **A RELENTLESS COMMITMENT TO CUSTOMER SERVICE**

Achieving a 97.8% on-time performance is not the result of luck. Using a strategic combination of highly-trained personnel and cutting-edge technology, they were able to handle just about anything that Mazzetta could throw at them. The guiding principle that made all of this possible is an enterprise-wide commitment to customer service.

“Other carriers or brokers could be complacent,” says Keating at Mazzetta. “This was never the case with Load Delivered. There was zero complacency. From working with a variety of carriers and brokers, I’ve learned that good service is not a given. Whenever I call Load Delivered with a problem, I know that they are on it as soon as they hang up the phone. Their attention to detail makes them stand out. They really do have the attitude that the customer is always right, and you can tell that this is instilled from the top.”

## **FLEXIBILITY TO MEET A CUSTOMER’S SPECIFIC DEMANDS**

Load Delivered works aggressively to respond to Mazzetta’s needs. Whether it is just-in-time deliveries or expedited shipments, consolidated loads or pinpoint arrival times, Load Delivered always seeks to find a workable solution. “They come to the table with a viable option every time,” says Keating. “Their success has come in part from their ability to cultivate a wide array of carrier partners who can handle these frozen food loads.”

The work of consolidating some of Mazzetta’s loads exemplifies Load Delivered’s flexibility. “I remember the first time we tried doing it,” says Keating. “It was the week between Christmas and New Year’s. Suddenly we needed to get seven or eight different retail stores stocked with product in about a day and a half’s time. The Load Delivered team pieced together a load with seven or eight drops. It was essentially an LTL run for a truckload carrier, put together on one day’s notice.

Part of the ability to be flexible is an attitude, and everyone at Load Delivered is committed to finding ways to get the job done. But there’s more to it than attitude. You also have to have skill, intelligence and the right tools.

When Mazzetta needs a load delivered in two days that would normally take four days, you have to know how to put together a team of drivers who can work in tandem to keep that load moving nonstop until it arrives on time. When you are charged with getting \$200,000 worth of frozen shrimp to a cruise ship before it leaves port, you have to have the technology that allows you to monitor the progress of the load in real-time, so that you can respond immediately if any problem arises.

## **VISIBILITY FROM POINT A TO POINT B**

Load Delivered is constantly handling multiple loads simultaneously for Mazzetta, which means that keeping track of everything in motion can get quite complex. The ability to provide full visibility and transparency into all of the shipments is critical. Information about each shipment must move back and forth between the two companies, and Load Delivered employs an array of communication tools to meet this need. For example, notification e-mails are transmitted automatically as soon as a load has been delivered.

**“The visibility and communication they offer us is excellent,”** says Keating. “We get updates on loads being picked up, delivered, and every status possible. I get updates morning, afternoon, night, and weekends on just about anything. It’s always comforting to have this information in hand.” Depending the context, Load Delivered uses e-mail, phone calls, or text messages. “I can text their employees whenever I need anything at any time.”



**Think Load Delivered.**



Load Delivered also ensures that information reaches everyone who needs it. That means sending reports to everyone on their logistics team, who are not always in the office at the same time. “The reports recapped the status of every load and kept everyone on the same page,” says Keating. “Everyone could see which loads had been tendered throughout the day. They made a very good point to send group e-mails, so the entire team received the same information at the same time.”

### PROACTIVE PROBLEM SOLVING

Problems will always occur in transportation, so one measure of competence is how you respond when things go awry. Handling problems is also part of standing by your word and fulfilling your commitments. Load Delivered prides itself on its word and has a reputation for delivering on its promises.

“When problems occur, they fix the problems,” says Keating. “Some brokers will try to hide mistakes. Not Load Delivered. The people there are very frank, very forward, very honest with what’s going on. There’s a high level of transparency there. If there’s an equipment failure on a load, that’s not your fault. You can’t control that. What you can control is how you manage it, and that’s one thing they’re very good at, being proactive and managing the situation.”

### TEAMWORK AND PARTNERSHIP

When a logistics company excels at providing service to a shipper, the interactions create a connection that goes deeper than the standard provider–customer relationship. Each side truly begins to feel that everyone is part of one team. “Our relationship has grown into a close partnership,” says Keating. “We feel like Load Delivered is an extension of our company.”

It’s no accident that Mazzetta developed this feeling of partnership, because Load Delivered continuously cultivates a sense of teamwork among its staff. The team mentality is extended to customers, and it greases the wheels all along the way. Load Delivered and Mazzetta have an impressive track record of getting frozen seafood delivered safely and on time. The ability to collaborate and work as a single team has proven to be a vital component of their success.

### COMPETITIVE PRICING

First and foremost, Mazzetta needs to be certain that shipments will arrive on time, but cost is also a factor in choosing a transportation provider. “I put service before price,” says Keating, “but I care about the price. Load Delivered is clearly a market leader in terms of service. I’m happy that they are also always extremely aggressive in terms of competitive pricing.”

The prices offered by Load Delivered are contingent on the prices charged by carriers, and these rates fluctuate as the freight market ebbs and flows. Keating is particularly appreciative of the fact that dips in carrier freight rates translate into dips in the rates he receives from Load Delivered. “Most other carriers that we worked with would not pass the savings on to us,” says Keating. “I have an idea of when freight markets are up and when they are down. Load Delivered is willing to pass those savings on to us, so Mazzetta can save money at times when the markets are down. It’s almost complete transparency.”

“Your Best Asset

Your shipping provider can be your worst enemy or your best asset. You don’t give as much of your freight to one company as Mazzetta does to Load Delivered unless you know they are completely reliable. The trust that we’ve built is tremendously strong. They’re the first people we call when we need something shipped.

— JIM KEATING, MAZZETTA COMPANY, LLC



Toll Free: 877.930.LOAD (5623) Fax 312.649.6657  
[www.loaddelivered.com](http://www.loaddelivered.com)