



# How Food Huggers Fulfilled 98% of Orders on Time when Sales Surged 1,679% Using Extensiv Order Manager

## CASE STUDY



"Extensiv Order Manager is 1,000% worth the cost, because it helps you handle growth and scale without fear."

**JULIANA BRASIL,**  
Director of Operations, Food Huggers



## Results

# 8hrs/week

Of manual work eliminated

# 1,679%

Increase in sales orders managed with ease

## With Extensiv Order Manager, Food Huggers:

- Ties all marketplaces, warehouses, and inventory together on one platform
- Has a single source of truth on multi-warehouse inventory
- Reroutes orders instantly with no manual workload
- Automatically tracks stock and prompts restocks based on sales velocity, eliminating stockouts
- Makes informed decisions on stock allocation based on channel profitability when supply chain is volatile

## Customer

### Food Huggers



Industry  
DTC (Sustainable Products)



Headquarters  
Geo-dispersed

Food Huggers products replace single use plastics with high-quality reusable alternatives all while keeping your food as fresh longer. Food Huggers works to solve everyday sustainability challenges in a way that's easy and fun for everyone.

## Challenges

### Lacking the operational agility to meet viral spikes in sales

In the competitive and gruelling world of ecommerce, Food Huggers has found huge success with its eco-friendly products and eco-conscious mission.

The multi-channel ecommerce brand just keeps on growing. Even better, they frequently enjoy huge viral moments following daytime talk-show appearances, which require thousands of extra orders to be fulfilled within days.

It's an enviable position. But before they found **Extensiv Order Manager**, managing booming orders and staying on top of inventory was a huge operational challenge.

The business has inventory spread across multiple global warehouses, with orders received via multiple sales channels, including Shopify storefronts and Amazon. At the end of each month, they typically have over \$150k of inventory assets on hand.

To fulfill orders fast—particularly during viral spikes—Food Huggers needs to know how much inventory is at each location and have the operational agility to push orders to the best location for fulfillment.

But with their previous tech stack, all points of sale connected to just two main warehouses. When they needed to reroute those orders, it was a manual and labor-intensive nightmare.

Operations staff had to manually export orders from one warehouse and then import them into another. Next, they updated stock levels on a bunch of Google sheets aligned to specific warehouses. These painful processes took up far too much time, and ran the risk of human error.

With no central visibility of inventory, the ops team was swimming in the dark. They had no clear picture of how much value was tied up in inventory and lacked the clean data and insights to plan and forecast effectively.

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**“We wanted the agility to transfer orders to a different third-party warehouse at the flick of a switch when we had a spike in direct-to-consumer sales. With our old tech stack, we couldn’t do that.”**

# Solution

## Automating inventory management and rerouting orders with zero manual effort

Food Huggers implemented **Extensiv Order Manager** and instantly tied all the disparate pieces of its business—marketplaces, warehouses, and inventory—together in one platform.

It was easy to get started. Food Huggers used **Extensiv Order Manager's** built-in integrations to unify all the apps that they and their partners use every day, including Shopify and 3PL Warehouse Manager.

With every system now talking to each other, Food Huggers had a single source of truth on their inventory. They knew exactly what products were in stock and ready to be fulfilled in every location.

With clean and accurate data in hand, Food Huggers began to implement an array of **Extensiv Order Manager's** automations to transform inventory and order management.

First, they automated the job of rerouting orders. The ops team set up rules and triggers within **Extensiv Order Manager** to automatically route orders to specific warehouses based on stock levels and the affordability of warehouse space. This reduced the risk of stockouts, increased speed of fulfillment, and boosted profitability.

Next, they used Extensiv Order Manager to improve inventory planning. Again, they created a set of simple rules—based on the time of year and typical sales velocity—to automatically track and prompt warehouse restocks. They refill less expensive locations first to improve profitability—and all without any manual number-crunching on their part.

Extensiv Order Manager provides even more value when supply chains are volatile. When products are hard to come by, Extensiv Order Manager enables Food Huggers to make informed decisions on stock allocation based on channel profitability.

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**“Extensiv Order Manager allows us to open new sales channels and be in places that we wouldn't be. I'm not afraid of fulfillment or managing our order flows because I know if I plug them into Extensiv Order Manager—and plug Shopify into Extensiv Order Manager—that's all I have to do.”**

# Results

## Meeting spikes in order volume with no issues or stress

Since implementing **Extensiv Order Manager**, Food Huggers seamlessly handles huge spikes in orders—and enjoys the experience rather than feeling overwhelmed. In one recent viral explosion—when sales surged 1,679%—they successfully processed and routed 2k+ extra orders to the optimum warehouse and **fulfilled 98% of orders on time**.

By automating inventory and order management with **Extensiv Order Manager**, Food Huggers **saves at least 8 hours every week**. This means a full working day of extra bandwidth to focus on the real goals of ecommerce; satisfying customers, and growing the business.

**Extensiv Order Manager** helps Food Huggers achieve its sustainability mission. With greater agility around which warehouses they send orders to, they reduce the distance they ship and **cut CO2 emissions**. As they continue to fulfill faster and sell more eco-friendly products, they'll increase momentum on their mission to reduce the use of single-use plastics.

Best of all, Extensiv Order Manager removes all the limitations around how far Food Huggers can grow. They have the tools and confidence to scale warehouse locations and sales channels with **less human capital expenditure, and less worry**. Recently, they opened a warehouse in Hong Kong, knowing they could plug **Extensiv Order Manager** straight in and fulfill order flows with no problems.

Today, Food Huggers is ready for any viral event and customer satisfaction is sky-high. They expect to see **Extensiv Order Manager's** growing impact on their topline revenue as they execute on their business plan to work with new 3PLs and grow sales in new territories.

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**“In the future, we want a hundred sales channels and we want way more warehouses in there. With Extensiv Order Manager, we can achieve that vision.”**

# See what Extensiv Order Manager can do for you

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