



4 QUESTIONS
to select the
right cold
chain partner



1

Will your cold chain provider treat you like a **unique** and **valued** customer?

It's not uncommon for the biggest players in the cold chain space to claim that each one of their customers is valued, but the truth is they prioritize their largest customers while investing less resources into the smaller customers. Yet it is these small companies that need the most support to develop a cold chain solution that contributes to the launch of their brand and to support their early growth.

2

Can they **scale** with you?

As your brand grows, you need a partner that can provide flexible solutions. Maybe your brand is ready to add DTC selling to augment your placement in brick and mortar...but does your existing vendor have the capabilities to perform these e-commerce fulfillment activities? Additional consideration should be given to understanding if your vendor has the most strategic locations to optimize nationwide coverage, whether they have a platform that integrates with your systems, and if they possess the expertise to develop a robust DTC solution hand-in-hand with you.



3

Do they believe in the philosophy of **continuous improvement**?

Cold chain vendors should have the tools to measure their own performance, and this performance should be aligned with your own corporate goals. Providing transparency in execution, whether it is customer fill-rate, inventory accuracy, or efficiency-driven metrics, is critical for gauging if your vendor is committed to your vision.

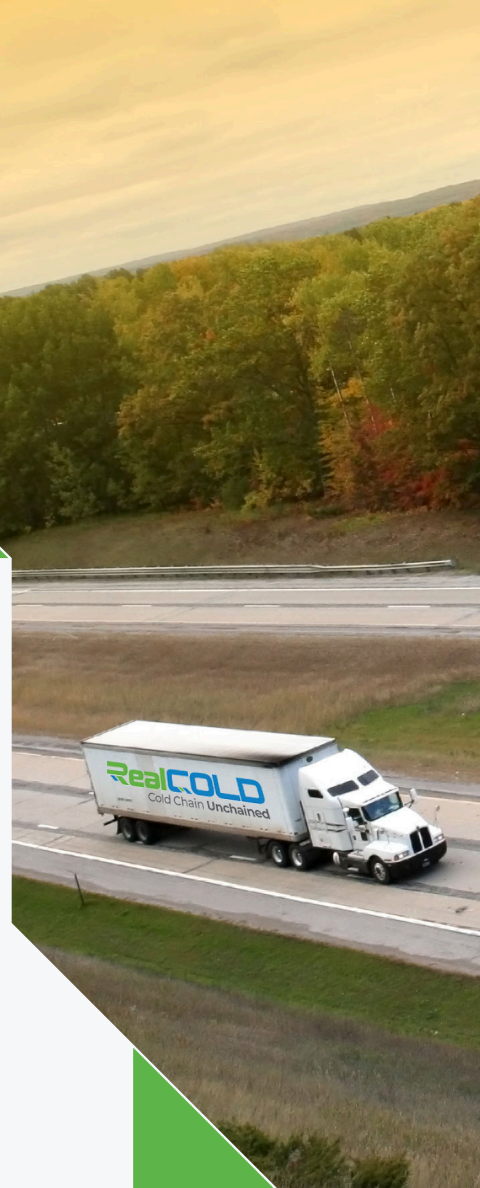
If your cold chain partner is not evaluating current processes and developing approaches for improvement, then it might be time to explore vendors who are committed to prioritizing this methodology.



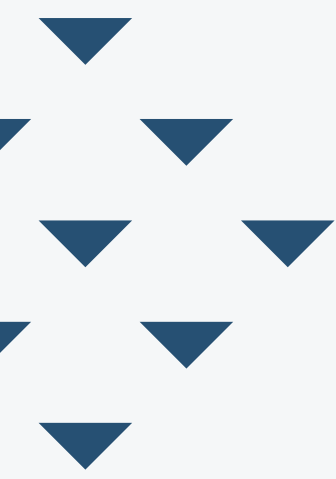
4

Does your vendor act like a true **strategic partner**?

Strategic partnerships only exist when vendors deeply understand your business and supply chain goals. True partners share risks, jointly develop opportunities, and collaborate on designing solutions. The relationship should not be built on the one-size-fits-all mindset that some vendors operate under. As your needs shift, your cold chain partner should offer expertise to navigate complex challenges, flexible terms to accommodate market changes, and services right-fitted to your specific needs. The ideal partner can provide all of the services you need, in all of the markets that you need them.



Let us show you why our tagline is Cold Chain **Unchained**



With the demands of a changing world, you need cold chain solutions that meet the challenges of today and tomorrow. Strategic locations, flexible multi-temperature storage and an omni-channel approach are more critical than ever in connecting you with consumers.

We understand how trends affect your business and that's why we provide custom tailored cold storage solutions. We're a new kind of cold chain company: we solve problems, unbottle bottlenecks and connect you faster and more seamlessly than ever to your customers.

Learn More at RealCold.com