

MSS Wine Transportation

MSS offers Wine Transportation Service for the relocation industry in the contiguous United States. Wine can be particularly susceptible to damage/spoilage from temperature variations more than virtually any other collectible item.

Traditionally, climate controlled vans and appropriate storage facilities are used to ensure the wine is kept within acceptable temperature ranges over extended periods of time. Minimum case quantity requirements are also associated with this transportation method and shipments of alcohol must adhere to specific intra and inter-state regulations.



Opportunity

The challenge for MSS was to develop a program that offered two new features. The first was to eliminate case requirements and the second was to offer shipping options for both the Client and Transferee at a reduced cost while safeguarding against breakage/spoilage using non-traditional methods of transportation.

Data

- For climate-controlled transit, 20 case minimums are in effect. Less than 20 case collections result in a much higher average cost per case.
- Client 'caps' may limit select Customers' eligibility for this service.
- US after-market wine transportation companies must be licensed and bonded.
- Traditional "climate controlled" ground shipping methods for "wine" require a 30-day spread (*typically a 30 Day window after destination delivery has been confirmed*) resulting in less than ideal customer satisfaction.
- There were no well-established alternative shipping companies with proper levels of geographic resources to accommodate Customer's needs.

Innovation

- MSS partnered with a licensed, auxiliary transportation specialist while utilizing our own Network to augment their packing, cross-town delivery and pick / hold capabilities to enhance our Wine Transportation service.
- Through the transportation specialist, MSS now offers overnight, 2nd and 3rd day delivery options via FedEx and UPS for smaller shipments at a considerable cost savings.
- Our wine-shipping container meets with FedEx and UPS standards for protection against breakage.

Results

- Using our Air Freight option for less than 12 case shipments average a 35%-40% savings over traditional methods.
- Our expanded Wine Transportation service now falls below most Client cap requirements.
- Both Client and Customers now enjoy an expanded menu of options to choose from, tailored to specific need and level of desired cost savings.