



**SPARKLING ICE®
BRAND TAPS HYER
TO INCREASE
SERVICE LEVELS,
SEES SIZEABLE
40% SALES LIFT**

**SPARKLING
ICE®**

COMPANY

Talking Rain Beverage Company®,
the makers of Sparkling Ice®

INDUSTRY

Beverage

CONTACT

www.talkingrain.com

Talking Rain is a Washington-based beverage company that has been an industry leader in the Seattle-area for more than 30 years. The company's portfolio of brands includes Sparkling Ice®, Sparkling Ice +Caffeine, Talking Rain Sparkling Water, TRE®, and the Talking Rain Essentials® line, all of which offer better-for-you beverage options in a variety of flavors. With a commitment to developing best-in-class brands and driving meaningful community engagement, Talking Rain is creating connections with every sip.



THE CHALLENGE

Last year, Talking Rain Beverage Company®, the makers of Sparkling Ice®, identified an opportunity to fill shelves in a timelier manner across select Meijer Stores—and keep them full—especially during the weekend rush.

“Looking at ways to increase our speed and service levels in store without permanent display space was challenging. But because the Hyer name was well recognized—they added the value we needed to address these issue,” said Matt Boyer, Director of Grocery at Talking Rain Beverage Company.

THE SOLUTION

Working with leading retailer Meijer, who was already using Hyer throughout its stores, the Sparkling Ice team decided to put Hyer’s platform to the test across 10 Meijer Stores. “Using Hyer, we saw an opportunity to increase our service levels and build our trust level at stores,” said Boyer.

Trusting the process, the Sparkling Ice team was able to recognize new opportunities they had using insight from the survey capabilities that Hyer provides for each task.

THE SOLUTION

Capturing real-time product availability at store level, the survey data enabled them to view needs and immediately act on them.

In a matter of time, they were building stronger partnerships in-store because of the service levels Hyer was delivering. Which in turn led to more presence in the backroom—and an increase in speed and service levels when it came to on-shelf availability.

Boyer said that using Hyer has been a truly valuable process.

“We were able to prove ourselves to the point we were able to secure permanent in-store displays at Meijer.”

But it didn't stop there.

Fred Matson, National Account Manager at Talking Rain Beverage Company, ran the numbers and let them tell the rest of the story.

“After testing Hyer in 10 stores, we ran the numbers. The ROI was there—so we rolled Hyer out into 25 stores.”

*“In addition to a sizable sales lift, Hyer drove unit sales up 84%.
Of the 10 stores, 70% saw between a 100% to 375% increase in unit sales.
A WIN-WIN-WIN for the books!”*

Matt Boyer, Director of Grocery at Talking Rain Beverage Company

THE BENEFITS

Because Sparkling Ice was delivering the volume lift to meet demand—they were able to ensure inventory in the back room going into weekends and gain incremental space at the managers discretion.

Not only has Hyer increased their ability to efficiently service stores and build trust, Boyer said, “Hyer has helped us get more space in store—and we've been able to sell more product.”

Leveraging the Hyer App, the Sparkling Ice brand has seen a sizable sales lift of 40% compared to stores where they were not using Hyer.

This lift has been largely attributed to using Hyer—which has allowed them to stock an additional 20 cases per weekend.

“We're quite pleased with how things have gone. We needed to improve our weekend service and product availability to key Meijer stores.

“Hyer has helped us accomplish both—and the ROI is easy,” commented Matson.

Looking at the numbers—the Talking Rain team is now discussing how they can further use the Hyer app and take advantage of these benefits across additional markets.

“In addition to a sizable sales lift, Hyer drove unit sales up 84%. Of the 10 stores, 70% saw between a 100% to 375% increase in unit sales. A WIN-WIN-WIN for the books,” said Boyer.

“At Sparkling Ice, as we continue to grow—we'll look for opportunities to grow with Hyer. They provide over the top support. From calls to emails—they stand behind their services and products.”

Discover more about Talking Rain online at: www.talkingrain.com