

BAWLS Guarana Drinks Reach Doorsteps to Caffeinate the Masses

BAWLS Guarana, a brand of highly-caffeinated sodas, expands logistics capabilities to reach loyal followers and new customers across the country.

Executive Summary

Logistics Challenge: Garnering an unprecedented demand from the video game community, BAWLS Guarana needed a way to expand its fulfillment capabilities to reach more consumers. As fans geared up for gaming marathons and special events, they continued to ask for easier access to the caffeine-filled beverage.

Supply Chain Solution: With excellent customer service as a priority, BAWLS Guarana selected FedEx[®] Fulfillment, allowing them to increase their direct-to-consumer reach, as well as safely ship their uniquely packaged beverage.

Operations Outcome: BAWLS Guarana reduced their transit costs and amplified their consumer following by selecting an exclusive fulfillment solution powered by an innovative platform and IT infrastructure.

Logistics Challenge

Jon Gunnerson was mesmerized at his first QuakeCon, an annual event often coined as “the Woodstock of gaming.” A beverage, found at each gamer’s cherished station, was what captured Gunnerson’s attention, and he’s been captivated ever since.



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*Jon Gunnerson
CEO, BAWLS Acquisition LLC.*

“My first experience with this product and this brand was at the QuakeCon event, which has brought dedicated gamers, from across the world, together for over 20 years,” said Gunnerson, current CEO of BAWLS Acquisition LLC. “BAWLS Guarana is the official ‘fuel’ of QuakeCon and the brand sells more than 50,000 cans in under 24 hours. When I was there, I saw this incredible love and loyalty to the product. Everyone just had fun and I saw, in a short period of time, how gamers responded to and appreciated the brand.”

Gunnerson quickly understood that BAWLS Guarana, with its ability to make consumers “bounce off the walls like a ball” was leaving a specific impression on its thirsty loyalists. At the time, BAWLS Guarana was only in select pockets of grocery stores and retail chains.



“When you think about our retail presence, it is true that we weren’t in every corner store. That is both good and bad when you want to push yourself out to the world as a unique and premium product,” Gunnerson continued. “We continued to hear questions from our fans and loyal followers like ‘how can I get this in my area?’ or ‘how can I find this near me?’”

BAWLS Guarana knew they needed to scale their direct-to-consumer offering, and to do so would require them to broaden their fulfillment and shipping networks.

Supply Chain Solution

As e-commerce orders surged, the BAWLS Guarana team found itself overwhelmed and in need of a competitive third-party logistics (3PL) provider with an expansive transportation network and a team of experts. A long-time customer of FedEx, Gunnerson knew exactly who to turn to for advice.

“FedEx has been on our team since day one. When we learned about FedEx Fulfillment as the company’s first direct-to-consumer solution for small and medium businesses, it seemed like the perfect opportunity for what we were trying to achieve,” said Gunnerson. “We could marry fulfillment and shipping with our brand and give our users the option to buy in bulk and get their orders in two days, just in time for their next competition.”

To boost its e-commerce offering, BAWLS Guarana chose FedEx Fulfillment, which now provides the company with the ability to offer competitive shipping rates across the country, to scale for peak seasons or special events and to have full visibility to inventory and shipments.

“FedEx Fulfillment gives us the capability to increase our number of shipments per day and we receive daily updates on where our product is and how we’re performing,” said Gunnerson. “In addition, we have eliminated several touch points in the process for our glass bottles, so the safety and speed-to-market time has improved overall.”

Operations Outcome

For BAWLS Guarana, the focus will always be on the customer experience. The FedEx Fulfillment solution now allows the brand to scale to demand and increase its ability to send glass bottles or 16 oz. cans to the homes of its fans.

“We create our own peak periods with digital marketing. We capitalize on events, whether it’s Tax Day, President’s Day or a long, holiday weekend, and run free shipping events to create an influx of orders about once per month,” said Kellie D’Amato, Marketing Director at BAWLS Guarana. “With FedEx, we have a greater capacity to fulfill these orders and get them to our loyalists on time because everyone wants their product to get there as quickly as possible.”

Similarly to how BAWLS Guarana gives its fans an electrified boost, FedEx Fulfillment was able to push the brand to the next level. By solving challenges centered on direct-to-consumer shipping, inventory visibility and scalability, BAWLS Guarana can now deliver its latest bottles and cans to doorsteps, right in time for the next gameathon.

To learn more about FedEx Fulfillment, go to supplychain.fedex.com/fulfillment.



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More info

- Contact your FedEx account executive
- Go to supplychain.fedex.com/fulfillment
- Call **1.800.561.5843**