

Case Study: **barkTHINS®**

Opportunity Partners Business Services

barkTHINS® are packaged “snacking chocolates” in flavors such as Dark Chocolate Almond and Dark Chocolate Pumpkin Seed, committed to using Fair Trade ingredient certified and non-GMO project verified ingredients.



barkTHINS® promotes and sells its products in retailers and convenience stores with a four-tiered point-of-purchase display. Since 2015, Opportunity Partners has assembled these displays, places appropriate product into each layer, and then seals them into a shipping carton. Most runs are between 500-1,000 displays.

Challenges:

- X barkTHINS® was having their product packaged in Chicago but storing it in Minneapolis. The chocolate in the products was melting; shipping in refrigerated trucks proved to be costly.
- X Packaging retail displays is not the company's focus.
- X Transportation costs were expensive.

Solutions:

- Opportunity Partners assembles and fills the displays at our locations in the Twin Cities then ships them to the barkTHINS® local distribution center.
- Opportunity Partners offers quick turnaround times for urgent projects.



Learn how Opportunity Partners can partner with YOU!
952-930-4201 | partner@opportunities.org | opportunities.org/businesses