

**WHEN NEW HAMPSHIRE'S  
LARGEST BEVERAGE  
DISTRIBUTOR WAS STRUGGLING  
WITH RELIABLE LABOR, FHI  
NOW ENSURED THEY COULD  
MEET PEAK DEMAND**



**Background:**

Amoskeag Beverages sells more than 7 million cases of beer and non-alcoholic beverages, serving more than 3,000 accounts across New Hampshire. They distribute over 160 different brands of domestic and imported beer, craft beer, energy drinks and other non-alcoholic alternatives.

In May 2019 and July 2022, Amoskeag was impacted by staffing shortages.

While the seasonality of the business is predictable, staffing levels are anything but "predictable." So, they called FHI NOW to keep things on-track.

**Challenges:**

- Staffing shortages headed into peak season
- Selection complexity - over 160 brands, 2,200 SKU's
- More than 3,000 accounts to satisfy



*The beverage supply chain is a challenge. Product is heavy, and fragile, and increasingly complex from a selection standpoint, so experience matters. The FHI NOW team is experienced, we know the job we need to do and are able to support a beverage warehouse with a team that is prepared to make an immediate impact.*

**-Matt Lucey, VP of Operations,  
FHI NOW**



*We got hit with unexpected labor challenges at precisely the wrong time. The FHI NOW team was able to come in quickly, make sure we were able to keep beverages moving, and keep up with peak demand.*

**-Paul Malandrino, VP Operations,  
Amoskeag Beverages LLC**

**The Solution: FHI NOW**

In both instances, within 72 hours, FHI assembled a fully trained 12 and 18 - person crew, respectively, made up of Order Selectors, Warehouse Material Handlers, and on-site Managers, to provide stability to the Bow, NH operation, and improve efficiency.

**Benefits of FHI NOW**

- A trained, experienced workforce
  - Associates have more than one year of experience.
  - Managers have over five years of experience
- Rapid deployment, we're on-site within 72 hours
- On-site management to ensure productivity and performance

**Results:**

After 8 weeks in '2019 and 24 weeks in 2022, Amoskeag was back on-track and on-time, retailers' shelves were re-stocked and the crisis was avoided.