

CASE STUDY 

Fulfillment That Scales With Every Sip



 **WSI**®  **HOPWTR**

wsinc.com

HOPWTR X WSI: Fulfillment That Scales With Every Sip



True omnichannel success means meeting customers where they are without compromising speed, quality, or experience.

But achieving this is easier said than done. Retailers and marketplaces come with strict compliance requirements. Consumers expect lightning-fast delivery and flawless service. As channels multiply, so do the complexities.

HOPWTR faced these rapid-growth complexities head-on as they scaled from a digitally native startup into a national beverage brand, expanding from DTC to retail stores across the US. They needed a fulfillment partner that could not only match their pace but meet the rising expectations of customers and retailers alike.

WSI delivered a tailored omnichannel fulfillment solution that enabled:

✓ **98%+**
*on-time delivery
across all channels*

✓ **10,000+**
*retail stores fulfilled
nationwide*

✓ **100%**
order accuracy



HOPWTR: Game-changingly healthy hops

In 2019, HOPWTR founders (and dads) Jordan Bass and Nick Taranto ran into a problem. They wanted the ritual of cracking open a cold one at the end of the day, without the next day drag. The issue? They couldn't find a healthy alternative to beer. So, they created it.

HOPWTR was designed with one mission in mind: the crisp vibe of an IPA with zero alcohol, zero calories, and zero sugar. Infused with adaptogens, nootropics, and a full day's dose of vitamin C, HOPWTR redefines what it means to relax, recharge, and raise a glass.

In just a handful of years, HOPWTR has grown from a digital-first brand to a huge omnichannel player in the alcohol alternative space, selling everywhere from retailers like Target and Sprouts to online marketplaces like Amazon and Walmart.



From DTC to omnichannel success

Scaling from ecommerce to omnichannel beverage fulfillment hinges on an operational partner that moves fast and has industry expertise, especially when products require careful handling and unique packaging to ensure damage-free goods. For HOPWTR, it also meant finding a partner that could provide the best service at the best price.

“The right partner is going to be able to keep an eye on things and get product out quickly with quality, so that we don’t hear a ton of customer complaints,” says Stu Haack, Director of Ecommerce at HOPWTR. **“And I think that’s one of the beautiful things that we’ve experienced with WSI.”**

When HOPWTR onboarded with WSI, the main goal was to deliver a consistently great customer experience without sacrificing speed or quality. This meant looking at the operation holistically, determining SLAs, and building an end-to-end strategy that streamlined current operations while supporting future growth.

As demand surged, the beverage brand quickly expanded into major online marketplaces like Amazon, Walmart, TikTok Shop, Fab Fit Fun, and eventually landed on shelf space in nearly **10,000 retail stores nationwide**. Through it all, WSI was there to streamline operations.

“WSI has been phenomenal partners with us. The team is very responsive, very quick to help if we need to fix something, get products out more quickly, or we have a VIP order,” says Haack.



Ensuring 98+% on-time performance

Getting orders out on time isn't just about checking a box or hitting a service level agreement. For HOPWTR, fast, accurate fulfillment is one of the most tangible ways the brand show customers they care.

But behind every speedy delivery is a complex system of moving parts: receiving inventory, organizing it across warehouses, syncing with ecommerce platforms, and fulfilling marketplace orders with razor-sharp timing.

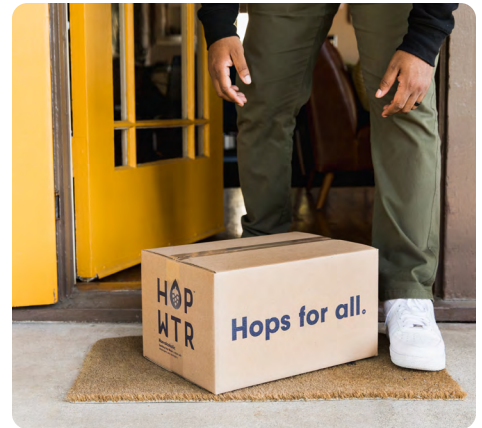
"We're consistently hitting deadlines, and in some cases even beating them, in a way that I don't have to worry about fulfillment."

And the impact shows up where it matters most...customer satisfaction. As HOPWTR continues to grow across channels, quick and accurate delivery has become a key part of their customer experience with WSI as their operational backbone.

"We've seen quite a few customer responses that talk about how much they love HOPWTR, but also that we get the product delivered very, very quickly," says Haack.

Over the past six months, WSI has helped HOPWTR achieve fulfillment benchmarks that go beyond industry standards:

- ✓ **95%+** same-day shipping rate (faster than on time)
- ✓ **98%+** second-day shipping rate (on time)
- ✓ **99%+** of inbound inventory stocked within 48 hours
- ✓ **100%** order accuracy



We're consistently hitting deadlines, and in some cases even beating them, in a way that I don't have to worry about fulfillment.



Stu Haack
Director of Ecommerce at HOPWTR



Responsive, integrated fulfillment for rapid growth

For HOPWTR, operational success is about staying agile, connected, and ready to scale. This requires a fulfillment partner with both the infrastructure and the tech to support that vision.



✓ Streamlined fulfillment with a multi-node approach

To ensure fast delivery and efficient inventory distribution, HOPWTR leverages four warehouses within WSI's strategic network.

This multi-node strategy enables two-day or less ground delivery to their US customers while reducing shipping costs. And when marketplace orders come in, the team at WSI prioritizes those that are most time-sensitive like Amazon FBM, Walmart, or TikTok Shop.

"The WSI dashboard is incredibly helpful and easy to use," says Haack. "It gives us real-time visibility into inventory and order status, and it's very clear how much product is available at each warehouse. That makes it easy for us to make adjustments and keep everything running efficiently."



✓ Seamless integrations and real-time technology

In addition to real-time reporting, HOPWTR's fulfillment operations depend on tight, tech-enabled connectivity across platforms. With sales coming in from Shopify, Amazon FBM, TikTok Shop, and even custom partners like FabFitFun, seamless data flow is critical to avoid delays, errors, and operational headaches.

This integration ecosystem gives the HOPWTR team visibility into orders, inventory, and shipping performance across all channels without having to dig through disconnected systems. If Shopify says an order hasn't shipped, they can instantly check the WSI portal and confirm order status. If inventory needs to shift across nodes, the data is already at their fingertips.

"WSI has been incredibly flexible and helpful when it comes to building integrations," says Haack. **"They've worked closely with us to ensure that orders flow in smoothly and accurately, no matter the platform."**



✓ White-glove support for VIP orders & custom kits

Whether it's a high-impact influencer send, a new product launch, or a last-minute brand initiative, HOPWTR counts on WSI for fast, flexible, and flawless execution. The team regularly supports custom kitting, branded packaging, and priority shipments, ensuring that every touchpoint reflects the HOPWTR brand.

"Our goal is to make HOPWTR feel like we're part of their internal team," says Angela Malouf, Customer Success Specialist at WSI. **"That means staying connected, being proactive, and jumping in whenever they need something, whether it's a last-minute kit or a long-term process change. We're here to make it easy."**

Angela and the WSI Customer Success team keep in regular contact with HOPWTR to stay ahead of issues and act quickly when needs arise.

For example, when HOPWTR updated their shipper boxes, the WSI team handled the change smoothly by coordinating updates, timelines, and implementation with zero disruption. It's that mix of reliability and responsiveness that continues to power the partnership forward.



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Angela Malouf

Customer Success Specialist at WSI

What's up next for HOPWTR?

As HOPWTR enters a new phase of rapid retail growth, the brand is evolving its fulfillment strategy alongside it. While DTC will remain a key channel, the focus is shifting toward elevating the customer experience, driving loyalty, and delivering added value across all touchpoints.

That means not just shipping fast but shipping thoughtfully. From white-glove experiences to more nuanced digital fulfillment workflows, HOPWTR is exploring ways to continue raising the bar.

"We want to continue to create that awesome experience where we know when the order is going to deliver, we know it's packed with care, and we bring that wow factor to the customer."

As their retail footprint expands and customer expectations grow, HOPWTR is looking to WSI to remain a proactive, flexible partner that evolves in lockstep with the brand's ambitions. The goal? To keep serving up fulfillment that's as refreshing as the product itself.





About WSI

WSI (Warehouse Specialists, LLC) is a leading 3PL provider delivering reliable fulfillment and supply chain solutions nationwide. With the perfect mix of people, processes, and technology, WSI empowers brands to make the most of their supply chain operations. We help retailers optimize their logistics spend, streamline their operations, and improve customer satisfaction via a collaborative partnership. We understand every business is unique. That's why we offer a wide range of customization options and value-added services to meet each partner's specific needs.

About Kase

Kase™, formerly known as ShippingTree and now a part of the WSI® family of brands, is a premier provider of direct-to-consumer, retail, and omnichannel order fulfillment services. Our proprietary fulfillment technology platform was developed specifically with the needs of ecommerce merchants and omnichannel retailers in mind, providing real-time order tracking, order routing, inventory control, and parcel rate selection. Kase goes **Beyond Fulfillment™** to deliver exceptional customer experiences, helping brands keep their promises with every order.

About HOPWTR

Founded in California in 2020, HOPWTR is more than a healthy alternative to soda, beer, or cocktails; it's a consciously-crafted sparkling hop water that blends bold hops with adaptogens and nootropics, offering Positive Refreshment in a can. Created without alcohol, calories, carbs, sugar, or gluten, each of HOPWTR's ten delicious flavors is the liquid equivalent of a laugh with close friends, bringing physical and emotional replenishment with every sip. HOPWTR is the choice you can feel great about physically, mentally, and emotionally. Cheers to a life well sipped!