



Pallet Parka

Sunshine State
Distributing

CASE STUDY

-  **INSULATE**
-  **PROTECT**
-  **ADJUST**
-  **REUSE**

OVERVIEW

As a purveyor of premium brands, Sunshine State Distributing in Orlando, FL was tasked with bringing in a selection of fruited sour beers from Imprint Beer Co. in Hatfield, PA to Miami for the Irie Jungle 2021 Beer festival hosted by Tripping Animals Brewing.

The challenge for this shipment was around the highly volatile fruited beers being delivered.

If a fruited beer temperature reaches into the 50's it can cause re-fermentation. This means that they will either fully re-ferment within the can, completely changing their taste profile and ruining the beer, or they will explode.



Traditional refrigerated shipping would have cost in excess of \$1,400 for one pallet and transit time would have been 6-8 days. The solution offered by Brew Movers was to utilize the Pallet Parka along with a via dry van LTL at a cost of \$441 for LTL and \$269 for the Pallet Parka.



HOW IT WORKS

INSULATE

Temperature controlled to shelter your product from heat or freeze damage throughout transit.

PROTECT

Fastened with over 700 sq inches of velcro connections to safely secure your products through domestic and international travel.

ADJUST

Designed to accommodate a multitude of freight heights ranging from 24 inches to 70 inches tall.

REUSE

Constructed with four modular pieces that can be folded for return parcel shipping and reused for multiple shipments.

RESULTS + CONCLUSION

47.5°F

PEAK TEMPERATURE
OF THE PRODUCT

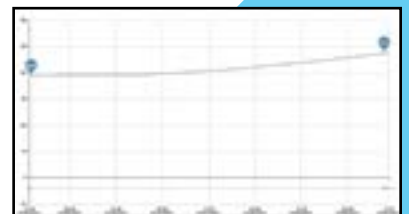
4+ days.

SPENT OUTSIDE
OF TEMPERATURE
CONTROLLED AREAS

ZERO LOSS

DURING TRANSIT

The Pallet Parka was able to deliver 100% of the beer, with zero loss, while maintaining a consistent temperature below 50°F. These fruited sour beers were delivered at its freshest state.



Fruited beers have a tendency to explode from their cans if their temperature reaches into the 50's. Re-fermentation can either cause them to explode from their can or fully re-ferment in their can, completely changing their taste profile and ruining the beer.

