

A Recipe for Fulfillment Success



Loisa X WSI: A Recipe for Fulfillment Success

Breaking into well-known retailers while thriving in direct selling channels can be a total game-changer for a growing business. Why? A hybrid retail model helps brands meet shoppers where they are—getting more products into more hands, as quickly as possible. The results? Happy customers and sustainable growth.

Sounds great, right? But juggling ecommerce and retail channels is no easy task. From navigating retailer requirements to keeping up with demand for speedy delivery, omnichannel brands face daily challenges to keep things running smoothly.

Latin American food brand Loisa felt these challenges firsthand as they shifted their strategy to include brick-and-mortar stores. With newly launched retailer partnerships, Loisa began their search for a fulfillment partner who could keep up with their retail expansion without sacrificing ecommerce growth.



WSI (Warehouse Specialists, LLC) delivered a tailor-made omnichannel fulfillment solution that:

✓ **Enables 10x more retail POs per month**

✓ **Ensures 99% order accuracy**

✓ **Streamlines big-box retail onboarding and fulfillment**



The new standard for quality Latin flavor



When Loisa founders Kenny Luna and Scott Hattis realized their favorite Latin flavors were packed with artificial ingredients and fillers, they knew something had to change.

In 2017, they took matters into their own kitchens and launched Loisa, a brand with a mission: **bringing pure, authentic flavor to the table**—no dyes, no preservatives, just real goodness.

In 2021, Luna and Hattis were joined by Chef Yadira Garcia. Together, they created Loisa's famous Sofrito, inspired by Garcia's family's recipe. Now, Loisa's flavors are earning their place in pantries across the country.

Best of all? Loisa is always **'hecho con cariño'**—made with love.



The search for a true omnichannel 3PL

Loisa began as a direct-to-consumer brand, selling their products through their website and Amazon storefront. But as demand grew, their fulfillment strategy shifted. They made the leap into retail, landing spots on the shelves of big-name stores like Whole Foods, Sprouts, and Target.

To power this next chapter, Loisa needed a 3PL that not only had experience meeting the demands of these big-box retailers, but also had the technology and operations to support their growing ecommerce channels. A true balancing act.

“Our mission was clear: find a partner who could support both retail and ecommerce fulfillment with the same level of care and efficiency,” said Shom Gupta, VP of Operations and Finance at Loisa. “With WSI, we’ve found just that.”



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Shom Gupta
Vice President of Operations and Finance at Loisa



Scaling retail fulfillment— without the hassle

When Loisa first partnered with WSI, they were handling just 2–3 retail purchase orders (POs) per month. Fast forward to May and June of 2024, and the brand experienced rapid growth—**over 10x more orders, jumping to 30–60 POs per month**. Through it all, WSI expertly managed the picking and packing.



10X
more purchase orders
fulfilled per month

So, what's WSI's secret to enabling this kind of growth?



✔ Transparent, two-way communication

WSI operates as an extension of Loisa's team, maintaining daily communication and collaborating closely on demand forecasting to ensure smooth labor planning.

Whether Loisa is planning a major promotion on their ecommerce channels or launching a new retail partner, WSI helps the team understand exactly what needs to be done to ensure efficiency. And, if any hiccups occur? Loisa and WSI have a plan in place to avoid any communication breakdown.

"With WSI, I know exactly who I need to reach out to for any issues that arrive, and we'll quickly make a plan to address it," says Gupta. "There's full transparency, always."



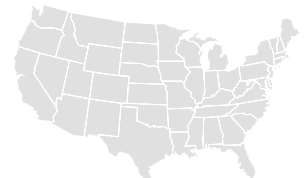
✔ Robust retailer onboarding plan

Partnering with a new retailer is no simple task. Each one has strict requirements—from precise pallet labeling to perfectly completed forms—and even small mistakes can be costly. To stay ahead of potential challenges, WSI creates a detailed project plan for every new retailer Loisa launches with, ensuring a smooth setup from day one.

"WSI is incredibly thorough about ensuring they understand our retailers' compliance requirements," says Gupta. "The first time we fulfill an order with a new retail partner, the team is extra-involved, doing manual checks and balances. Once we're sure things are running smoothly, it becomes more automated and rule-based."

1,800+

The number of retailers
successfully launched
nationwide.



✔ Technology-driven logistics

Beyond open communication, Loisa benefits from real-time insights into their entire operation. Through WSI's user-friendly fulfillment portal, they can track inventory, monitor outbound orders, and oversee fulfillment status—all in one place.

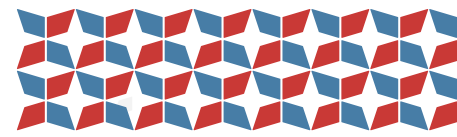
"WSI's portal has 100% been a game-changer for our level of visibility," says Gupta. "It's not just about tracking inventory in real-time but also having full clarity on outbound orders. I know exactly what's happening at every step, which makes managing our operations much easier."

This type of transparency at their fingertips empowers Loisa to make faster, data-driven decisions.

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Optimized picking, packing, and shipping

Loisa stands out with custom-designed packaging to ensure a stellar unboxing customer experience—every time. Many items sold on their ecommerce site, like three- and four-packs of glass jars, are packaged with specific slots and dividers to protect the products.



100% Accuracy | 0% Damage

Loisa's quality standards are always met.



“We’re handling fragile, perishable products, so our team in Allentown works closely with Loisa to develop a tailored pack out for each channel,” says Bryon Cramsey, Director of Operations at WSI. **“Over the past four months, 100% of Loisa’s orders have been damage-free.”**

From day one, WSI has seamlessly adhered to these requirements, ensuring every order is packed to perfection, averaging 100% for order accuracy.

Additionally, WSI handles fulfillment for Loisa’s multipacks on their Amazon storefront, which requires specific pre-bundling, packaging, and labeling to meet Amazon’s standards.

“WSI has proven time and again that anything we need can be done,” says Gupta. **“It’s just a matter of working out the details, and we know they’ll get it right.”**



Loisa's future is full of flavor (and growth!)

As Loisa grows, they're turning to WSI to refine their fulfillment strategy further. They plan to tap into WSI's network of strategically located fulfillment centers on the West Coast along with their operational expertise to optimize their packaging and Amazon fulfillment strategy.

Most importantly, Loisa remains committed to **"carrying the culture pa'lante"**—a mission made possible with a fulfillment partner who truly cares.





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.

