



The creators of the famous So Delicious Dairy Free® brand bite on the Redzone challenge!

So Delicious Dairy Free®, the only 100% non-dairy company in the US, has embraced the Redzone program to super charge their ongoing continuous improvement and waste reduction initiatives.

CUSTOMER BRIEF

INTERESTING FACTS

- 80% electricity comes from hydropower
- They are active participants in energy conservation initiatives
- They have in-house programs that promote alternative commuting
- They recycle whatever is possible, and their frozen dessert sandwiches and frozen dessert bars are packaged in 100% recycled paperboard cartons

KEY GOALS

- Reduce Scrap
- Unlock hidden capacity
- Drive CI Skills down to the shop floor

The producers of the So Delicious® Dairy Free brand, is a privately held natural foods company headquartered in Oregon's Willamette Valley. Since 1987, they have specialized in the creation of all natural, dairy-free products. Their products are carried in select grocery and natural food stores throughout the US, as well as Canada and Korea.

Already committed to a successful CI strategy that has been deployed throughout the organization, So Delicious® Dairy Free is leveraging the Redzone initiative to concentrate on cutting ingredient scrap and improving material utilization as well as driving improvements in production efficiency. This will involve driving performance ownership and continuous improvement initiatives down to the shop floor teams where they will be introduced to the latest lean tools and kaizen event management.

Leveraging the Redzone cloud platform, the system was live in 1 week with the teams quickly using the system to drive rapid improvements. It is expected that the team at So Delicious® Dairy Free will deliver in excess of \$300k savings within the 1st year.



Our shop floor teams are ready to take ownership of their own continuous improvement initiatives but we've needed a real-time support tool that has been designed for our busy shop floor. Redzone, with its iPad 'on -the-go' capabilities is exactly what we need. We are also impressed with the kaizen support and training that our teams will get as part of this program.

- Ted McElroy, Plant Manager, So Delicious® Dairy Free

