CASE STUDY

TRICORBRAUN

Fabalish

A Tailored Packaging Program to Support a Tight Timeline: Fabalish Proudly Perishable Products

A Proudly Perishable Brand Built on Freshness

Fabalish is a plant-based food brand known for its clean approach to familiar favorites like tzatziki, mayo, and baked falafel. Every product is made without preservatives and marketed as "proudly perishable," highlighting the brand's commitment to freshness, transparency, and simple ingredients.

"Our focus is clean, readable ingredients and total transparency," said James Boggi, Director of Operations at Fabalish. "There's nothing on our label that you can't recognize."

That commitment to freshness determines how Fabalish operates. **Without preservatives, production timelines are tight, and inventory turns quickly. Packaging needs to be available exactly when production is ready to run.** Any delay can disrupt fulfillment schedules and strain relationships with retail and meal platform partners.

"TricorBraun built a packaging program around how our business actually operates. They understood our space constraints, our timelines, and what a perishable product requires, then tailored a solution that works for us."

–James Boggi
Director of Operations, Fabalish

A Packaging Program Built Around Fabalish's Business Needs

TricorBraun Packaging Consultant Melissa Lekulitch stepped in to create a packaging program that supports Fabalish's tight production timelines and limited onsite storage, both critical factors for a brand built around fresh products.

Our case studies reflect our **value-added capabilities and services,** showcasing real success stories of how we help customers win in the marketplace.

- Global Procurement Scale
- End-to-End Logistics Management
- Award-Winning Design & Engineering Capabilities
- Intense Focus on Quality
- Relentless Support & Expertise
- Action-Driven Commitment to ESG

> Melissa stays ahead of our inventory and plans for what's next before it becomes urgent. We don't have to worry about inventory when timelines are tight.
>
> **–James Boggi**
>
> **Director of Operations, Fabalish**

Melissa focused on flexibility, speed, and cost control. By leveraging TricorBraun's local warehousing program, packaging could be purchased in larger overall volumes, stored nearby, and released in smaller, just-in-time quantities that aligned with Fabalish's production schedules and space constraints.

This approach allowed Fabalish to access better pricing while keeping its operations lean and responsive.

"TricorBraun built a packaging program around how our business actually operates," James said. "They understood our space constraints, our timelines, and what a perishable product requires, then tailored a solution that works for us."

With packaging stored locally through TricorBraun's warehousing program, Fabalish can respond quickly when production ramps up or demand shifts, without carrying excess inventory onsite.

Inventory Planning that Stays One Step Ahead

For Fabalish, reliable packaging supply depends on precise timing and ongoing oversight. With limited storage space and tight production schedules, packaging needs to be available exactly when it's needed, without over-ordering or last-minute scrambling.

Melissa takes an active role in tracking usage patterns, anticipating demand, and coordinating replenishment so packaging can stay ahead of production needs.

"Melissa stays ahead of our inventory and plans for what's next before it becomes urgent," James shared. "We don't have to worry about inventory when timelines are tight."

That proactive, hands-on inventory planning has been especially valuable in keeping production on track without requiring constant monitoring from the Fabalish team.

From Melissa's perspective, anticipation is central to providing effective support.

"My role is to understand how they move and plan inventory around that," she said. "Once I got to know their patterns, I made sure packaging was always available when they needed it."

A Partnership Built for Growth

The combination of tailored inventory planning, local warehousing, and hands-on support allows Fabalish to scale while staying true to its proudly perishable promise.

For Fabalish, packaging is no longer a concern. It's a dependable system that supports speed, freshness, and growth without adding operational strain.

Where to Find Fabalish

Fabalish products are available through leading national meal and grocery platforms, including **Hungryroot, Purple Carrot, Misfits Market, and HelloFresh**, bringing clean, plant-based, proudly perishable options to consumers across the country.

TricorBraun does not own image copyright.

Click here to talk to a TricorBraun Packaging Consultant