

Madly Hadley

Smart Warehousing and Cost Control for a Growing Brand



A Plant-Based Vision, Rooted in Clean Ingredients

When Madelyn Hadley launched Madly Hadley, her goal was to transform classic pantry staples into plant-based favorites made with clean ingredients and bold flavors. A longtime private chef, Madelyn had seen firsthand the limited options for high-quality, clean, plant-based options on grocery shelves. "Everything I made for my clients was fresh and simple, no gluten, soy, or fillers, and I realized how hard it was for me to find these products at retail," she explained.

That realization led her to develop Madly Hadley's signature products: plant-based bacon bits made from coconut and dairy-free Parmesan made from cashews. "The Madly Hadley products are fun, vibrant, and flavor-forward," she said. "Healthy food doesn't need to be boring."

She launched the line at Whole Foods Market in 2021. As Madly Hadley grew, Madelyn realized she needed to simplify packaging and operations. **"Having reliable packaging that's easy to manage lets me stay focused on creating great products," she said.**

"Having a packaging partner who believes in small brands and provides big-brand support makes all the difference. TricorBraun gives me the freedom to focus on what I love: creating delicious, clean, plant-based products."

—Madelyn Hadley, Founder, Madly Hadley

A Partnership Built on Trust

As Madly Hadley's TricorBraun Packaging Consultant, Guillermo Vera built trust from the very beginning by focusing on solutions that supported Madelyn's long-term goals. He took the time to understand her business needs and strategically deliver value through improved packaging efficiency, clear communication, and reliable support.

"Guillermo's communication is incredible," said Madelyn. "He is organized, confident, and always available. I know I can call him, get answers, and move forward without delays."

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



Global
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Scale



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Logistics
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Award-Winning
Design & Engineering
Capabilities



Intense
Focus on
Quality



Relentless
Support
& Expertise



Action-Driven
Commitment
to ESG



TricorBraun’s warehousing program allows me to store my bottles and lids and only pay as I pull them. For a growing business, this helps my cash flow tremendously.

–Madelyn Hadley
Founder, Madly Hadley



With TricorBraun’s expansive network and relationships to support him, **Guillermo optimized Madly Hadley’s supply chain, creating a more efficient, cost-effective packaging process that laid the foundation for growth.**

**The TricorBraun Solution:
 Warehousing, Stability, and Cost Control**

Guillermo sourced the PET bottle and green flip-top closure that complemented Madly Hadley’s dairy-free Parmesan, providing the same packaging design the brand is known for. He then added value by implementing a warehousing program at a TricorBraun facility near Madly Hadley’s co-packer in Dallas, TX, which simplifies logistics through proximity and supports a steady supply of packaging by keeping inventory on hand. For a growing brand balancing growth and budget, warehousing adds breathing room by shifting packaging costs closer to production, when materials are actually needed.

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This model gives Madly Hadley the benefit of bulk pricing without tying up working capital, a major advantage for a small, growing brand. Guillermo and his team proactively track inventory levels, place replenishment orders, and manage deliveries to help production stay on schedule.

“Madly Hadley’s operations have become smoother and more predictable since partnering with TricorBraun,” said Madelyn. “It’s comforting knowing that my packaging is available in Texas, near my facility.”

Partnering for Growth

Today, Madly Hadley products are available nationwide at Whole Foods Market, Sprouts, Thrive Market, Amazon, and a variety of natural foods retailers. As the brand prepares to launch new truffle and ranch flavors of its dairy-free Parmesan, TricorBraun continues to support the backend operations that keep its growth on track.

For Guillermo, it’s inspiring to partner with a founder so dedicated to clean ingredients and intentional growth. **“Madelyn’s building a brand with heart. My goal is to give her stability so she can grow confidently.”**

“Having a packaging partner who believes in small brands and provides big-brand support makes all the difference,” Madelyn said. “TricorBraun gives me the freedom to focus on what I love: creating delicious, clean, plant-based products.”



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