

Big Tree Farms

A Packaging Partnership Built for Scale, Speed, and Operational Confidence

Sourced with Integrity.
Scaled with Confidence.

Big Tree Farms was founded with a mission to benefit people and planet. While living in Indonesia, the founders discovered traditional coconut-sugar harvesting and saw an opportunity to bring coconut sugar and products containing it to North American markets while creating fair, reliable income for local farmers.

“Our mission has always been to improve farmer livelihoods, support customer health, and protect the planet,” said Adrian Horvath, Vice-President of Global Operations, Big Tree Farms.

As demand for their products grew, Big Tree Farms needed packaging programs that could scale with production, support new product launches, and keep supply moving. That need led them to TricorBraun and to a close working relationship with Matt O’Connell, Packaging Consultant in TricorBraun’s Portland branch.

“Working with Matt takes a lot of complexity off our plate,” said Adrian Horvath. “We talk through what we’re trying to accomplish, and he brings clear recommendations and options that help us move forward with confidence.”

Today, TricorBraun plays an integral role in Big Tree Farms’ operations, managing packaging programs that support



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–Adrian Horvath, Vice-President of Global Operations, Big Tree Farms

scale, speed, and supply continuity across core product lines and new launches.

Warehousing and Inventory Management That Strengthen Production Planning

To support Big Tree Farms’ production needs, TricorBraun purchases glass bottles in bulk and holds inventory in its regional warehouse near the co-packer.

“Having inventory warehoused locally lets us bring in bottles at a better cost without taking on that full inventory upfront,” said Adrian Horvath. “It also gives us the flexibility to react quickly when we see sudden growth and need to ramp up production.”

The result is a packaging program that supports growth while simplifying day-to-day operations.

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



When issues come up, TricorBraun’s quality team is extremely hands-on. They meet with us and the co-packer, visit the facility when needed, and work directly with the glass plants to identify the root cause to resolve the problem quickly.

–Adrian Horvath

Vice-President of Global Operations, Big Tree Farms



Enabling a Faster Market Launch for Bali BBQ Sauce

When Big Tree Farms prepared to launch its Bali BBQ Sauce line, sales demand accelerated the timeline.

“Our launch timeline was short,” said Adrian Horvath. “Because Matt already had a bottle that worked for us in stock, that significantly shortened the time needed to ramp up production and launch.”

“It was a plug-and-play solution built for speed,” said Matt O’Connell. “Pricing, samples, and quotes were ready as soon as the conversation started.”

The result was a smooth packaging rollout that supported the Bali BBQ Sauce launch into major natural and conventional retailers within the targeted window.

Sustainability as a Shared Mindset

Sustainability remains central to Big Tree Farms’ mission, from farmer livelihoods to environmental impact.

“Sustainability is rooted in our mission,” said Horvath. “We look at every aspect of operations, including packaging, and make incremental improvements toward more sustainable solutions while balancing cost and performance.”

TricorBraun supports these goals through PCR content in closures on core product lines, transportation efficiencies enabled by regional warehousing, and ongoing collaboration as new sustainable material options become viable at scale.

Hands-On Support That Builds Long-Term Trust

In any high-volume food production program, challenges can arise. What differentiates the partnership is how quickly and collaboratively they’re addressed.

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That same hands-on approach carries into day-to-day operations.

“If Big Tree calls, I answer the phone,” said Matt O’Connell. “We stay very closely involved in their operation.”

Over time, that level of involvement has built the trust and confidence of Big Tree Farms.

“Matt is available, proactive, and transparent,” Horvath said. “He’s deeply involved in our operation, and that level of partnership makes a real difference for our team.”

As a result, packaging is no longer a constraint for Big Tree Farms. It’s a stable, scalable foundation that supports growth, innovation, and new product launches.



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