CASE STUDY

TRICORBRAUN

Booch Tonics

Smarter Scaling with Simplified Sourcing & Local Warehousing

Booch Kombucha: From Local Favorite to Rising Wellness Brand

Booch has become a standout in the functional beverage space, known for real, fermented ingredients and a mission to support everyday gut health. As more brands enter the category, the team saw an opportunity to refresh their visuals with bold, eye-catching graphics that would help them rise above the noise and connect with a broader audience.

In 2025, they introduced a refreshed look that strengthened their presence on the shelf and set the stage for their next evolution: Booch Tonics, a line of functional wellness shots crafted for convenience and reach. Bringing this expansion to life required more than creative vision; it called for a packaging supply chain that could scale with their growth.

Better Sourcing = Simplified Supply Chain

Before working with TricorBraun, Booch worked with several packaging suppliers across Asia to source their components, each with different lead times, order minimums, and pricing structures.

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–Alicia Naric, Owner/Head of Brand, Booch

The process made forecasting difficult and required constant coordination to keep the brand's growing product line in stock.

"It takes so much time to chase different suppliers and manage all the moving pieces," said Alicia Naric, Owner/ Head of Brand, Booch. "Partnering with TricorBraun changed that. Their team took over sourcing and warehousing, giving us one point of contact and freeing us to focus on our products."

To help them streamline their supply chain, TricorBraun team members Jonathan DiMarino and Michael Haziza sourced a high-quality ROPP-finish glass bottle for Booch Tonics—a perfect match that complements their 473 ml kombucha bottles for a cohesive shelf presence.

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

> Time and trust are everything in a partnership. TricorBraun gives us both. They handle the entire process so we can focus on what we do best: creating products to help people feel their best.
>
> **–Alicia Naric**
>
> **Owner/Head of Brand, Booch**

"The goal was to find a small-format bottle that felt connected to their kombucha line while meeting performance and pricing needs," said DiMarino. "After identifying the right bottle, bringing all sourcing and logistics into one place gave them a simpler, more reliable supply chain."

Michael Haziza added, "Working with Booch has been about more than supplying packaging. It's about building a partnership that supports their vision for growth. By understanding their goals and challenges, we were able to tailor a packaging supply chain to provide consistency as they scale."

Warehousing That Powers Growth

Another real breakthrough came from TricorBraun's warehousing program, which keeps the Booch inventory in Woodbridge, Ontario, close to the company's headquarters, and is designed to replenish stock before it runs low. With TricorBraun managing inventory levels and handling reorders, Booch can focus on selling and scaling rather than scrambling to restock or running out.

"For a small business like ours, having local warehousing is such peace of mind," said Naric. "We will have backup stock available when demand spikes, and we're not forced into massive upfront purchases or long lead times. It gives us flexibility to grow without overextending."

Looking Ahead: Bright Colors, Bold Growth

Fresh off a full rebrand, the launch of Booch Tonics, and a new London, Ontario storefront, the brand's next chapter is all about growth. With consumers seeking more real-life experiences, the retail space will allow Booch to connect directly with customers while continuing to expand its footprint across Canada.

In 2026, with TricorBraun's support, Booch plans to debut custom color-matched caps featuring its logo, each hue aligned with a specific tonic flavor. This small but powerful detail will reflect the brand's vibrant personality and commitment to thoughtful presentation.

"Booch never skips the finer details," said Naric. "Our packaging should feel as intentional and high-quality as our ingredients."

As Booch scales production, enters new retailers, and welcomes customers into its first storefront, TricorBraun continues to play a vital role, managing procurement, maintaining steady supply through warehousing, and helping the brand move quickly as demand grows.

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By consolidating suppliers and keeping inventory close to home, TricorBraun has helped Booch build a reliable foundation for growth. With each new product, bold cap, and fresh pour at their Ontario store, Booch continues to champion real fruit, no additives, and a beverage experience rooted in quality and care.

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