

Faribault Foods launches a new product using retail ecommerce

GOAL

Faribault Foods—a producer of several pantry staples—was launching a new brand of canned baked beans called Saucy Spoon. They were launching a new website along with the brand, and wanted to offer shoppable digital experiences that help consumers find and buy their products at retail.

CHALLENGE

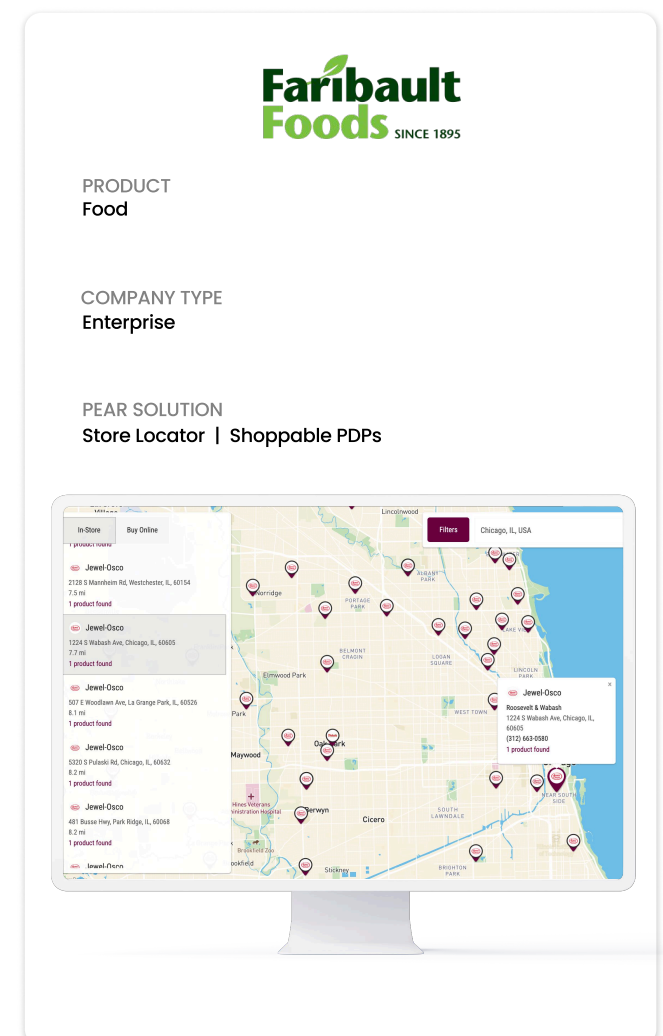
Previously, Faribault Foods leveraged Destini store locators on their other brand websites, but struggled to connect customers to in-stock retailers, resulting in broken paths to purchase and poor customer experiences. They needed a real-time source for local available inventory to solve this issue.

SOLUTION

Faribault Foods partnered with Pear to create a Store Locator and Shoppable PDPs that seamlessly connect their customers to in-stock retailers (either online or in-store) in as little as one-click.

RESULT

Faribault Foods continues to be happy with the performance of Pear's shoppable onsite tools and the experience of working with our team. They even onboarded another brand from their portfolio onto Pear's platform, doubling the scope of the partnership within the first 3 months.



“ We are very pleased with the implementation of the Store Locator on our Saucy Spoon website... and are now considering adding 1-2 more brands next year. ”



Helen Kirch | Marketing Manager