

# *Spring 2025* THE ERBAN INSIDER

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Vice President of Sales**

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# DELIVERING BEYOND EXPECTATIONS

As I reflect on my 35 years in the freight industry, I've had the opportunity to work with several carriers, each with its own set of challenges. However, none have been quite as intricate as what I have experienced with The Erb Group. Our broad range of services—spanning LTL, TL, home delivery, and cold storage—truly sets us apart in the industry.

One of the most demanding aspects of our operations is managing temperature-sensitive freight, which is no small feat! In addition to ensuring timely delivery and the intact arrival of goods, we must also maintain the temperature integrity of every shipment. This is crucial not only to prevent financial losses from compromised products but also to ensure public health and safety.

Despite the challenges we face, our work at Erb is essential. We operate in a critical industry, ensuring the safe and reliable transport of goods. Erb is more than just a business; our commitment to providing efficient and effective service expands consumers' access to a greater variety and choice of food. Our dedication helps the industry and community thrive by ensuring access to vibrant and nutritious food options, while also supporting organizations that share our mission.

Our ability to manage these complexities with precision and care is a testament to our expertise and commitment to overseeing the specialized operations of bringing food to families' tables.

What sets The Erb Group apart is not just our range of services but also the remarkable individuals behind the scenes. Many of our team members have been with us for 25, 30, or even 40 years, bringing a wealth of experience and knowledge to their roles. Their commitment is evident in every aspect of our operations, from managing late-night shipments to ensuring timely deliveries. It's their dedication that allows us to bring consistently exceptional service to you, our valued clients.

I recall a memorable moment working at an Employee Appreciation Barbecue in the middle of the night at one of our remote cross-dock terminals. Watching the steady flow of trucks and personnel working tirelessly to keep everything running smoothly was a powerful reminder of the dedication that drives our industry. While most of the community slept, our team ensured that everything our clients needed would



be available the next day—demonstrating the effort and skill required to make this happen.

As we work through another season together, I want to extend my heartfelt thanks to you, our clients, for your trust and support. It's your confidence in our services that drives us to continually improve and innovate. And to our incredible team: your dedication is the cornerstone of our success. Together, we navigate challenges, embrace opportunities, and deliver exceptional service day in and day out.

Thank you for being a crucial part of The Erb Group's journey. Here's to many more years of excellence and innovation.

Warm regards,

— **Marty Otten**  
VP of Sales, The Erb Group



# YOUR PARTNER IN FRESH AND FROZEN FREIGHT

**Every supply chain is unique, and we offer a range of tailored solutions to meet your needs.**

Our full suite of one-stop refrigerated solutions ensures reliable, temperature-controlled shipping, designed to fit your specific transportation requirements. Explore our services and let us help create the perfect solution for you.

## **Less-than-Truckload**

The Erb Group's refrigerated LTL service offers seamless access across Canada and the US, with store distribution services in Ontario, Quebec, and Manitoba. Our temperature-controlled docks ensure constant protection during sorting and reassembly, while our flexible network and service guarantee timely, reliable delivery.

## **Truckload**

The Erb Group provides temperature-controlled truckload services across Canada and the lower 48 states. With specialized dual-temperature, tandem, and tridem equipment, they ensure optimal conditions for every shipment.



## **Erb Expedite**

Erb Expedite offers fast, reliable freight shipping through refrigerated vans and straight trucks expertly tailored to meet unique transportation requirements with efficiency and precision.

## **Courier Service and Home Delivery**

Our fleet of refrigerated vans and trucks ensures your shipments are transported and kept at optimal temperature until its journey is complete.

## **Direct Store Delivery**

Experience efficient Direct Store Delivery with fast transit times and temperature-controlled docks that seal in the freshness of freight, from one box to multiple skids.

## **Cold Storage**

Erb Cold Storage (ECS) works with The Erb Group's refrigerated transport services to provide integrated cold storage solutions for efficient inventory management, retail distribution, or further manufacturing.

## **Intermodal Shipping**

Leveraging the extensive rail networks of CP and CN Railway, The Erb Group utilizes refrigerated containers to transport freight quickly to the Western provinces, ensuring optimal freshness for freight.



## **What else do we offer?**

### **Dedicated Service**

The Erb Group provides dedicated services to help you with the efficient and reliable transportation of your fresh or frozen goods. We work with you to provide custom solutions to best suit your business needs.

### **Experienced Drivers**

Our drivers are experienced, uniformed, professionally trained and prepared to complete specialized tasks and procedures before, during or after your delivery.







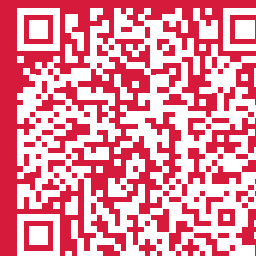
# SHIP LIKE A PRO

**Explore our comprehensive whitepaper for expert tips and best practices to streamline your LTL shipment process.**

In the constantly evolving landscape of cold chain logistics, it's crucial to have precision and expertise when preparing Less-Than-Truckload (LTL) shipments. Since 1959, The Erb Group has been a specialist in cold chain solutions, with a thorough understanding of the factors that can impact the shipping process.

Whether you're a seasoned operations executive or are just getting settled in the supply chain, we want to equip you with the tools you need to leverage our LTL services and feel confident in placing an order for pick-up, as well, as navigating the operations process up until your load reaches its destination.

**Scan here!**



# COOL CREATIONS

Fresh recipes to savour this spring!



## Mediterranean Chickpea Salad

### Ingredients:

- 1 can chickpeas, drained and rinsed
- 1 cup cherry tomatoes, halved
- ½ red onion, diced
- ½ cucumber, diced
- ¼ cup parsley, chopped
- Juice of 1 lemon
- 2 tbsp olive oil
- Salt & pepper to taste

### Instructions:

- 1 Mix all ingredients in a bowl.
- 2 Let it sit for 10 minutes for flavors to blend.
- 3 Serve cold as a side or light meal.

## Strawberry Yogurt Bark

### Ingredients:

- 2 cups plain or vanilla yogurt
- 1 tbsp honey or maple syrup
- 1 cup strawberries, sliced
- ¼ cup granola

### Instructions:

- 1 Spread yogurt evenly on a parchment-lined baking sheet.
- 2 Drizzle honey and top with strawberries and granola.
- 3 Freeze for at least 3 hours, then break into pieces.
- 4 Enjoy straight from the freezer!





# SCALING CRAFTY RAMEN WITH COLD CHAIN SOLUTIONS

**Briona Lahti - Public Relations Specialist**

## Crafting connections nation wide

Crafty Ramen, founded in 2017 by Jared and Miki Farrell in Guelph, ON, began as a mom-and-pop ramen shop aspiring to serve 100 bowls of handcrafted restaurant-quality ramen a day. Through dedication and innovation, Crafty Ramen transformed from a traditional restaurant to a multi-channel business, offering D2C subscription options and generating partnerships with over 100 local grocery stores. Throughout the pandemic, Crafty Ramen pivoted towards an e-commerce model, then ultimately launched a new format of frozen ramen for consumers to enjoy from the comfort of their own homes.

## Visionary expansion

Crafty Ramen's vision and passion expanded beyond the local noodle shop to fill a gap in the ramen noodle market. They now offer frozen restaurant-quality ramen made with real, whole ingredients for consumers to enjoy at home in minutes.

In 2022, Crafty Ramen partnered with The Erb Group to scale their unique frozen ramen product. The company experienced remarkable growth, expanding into 1,500 stores nationwide within the same year. Their partnerships with major retailers and awards earned for best new products in the Canadian food market solidified their position as a leading provider of high-quality ramen across Canada's gourmet food market.

## Crafting customized cold chain logistics solutions

The Erb Group's cold storage (ECS) and transportation solutions have been vital in Crafty Ramen's journey to scaling its operations and entering new markets. The collaboration between Crafty Ramen and The Erb Group revolves around the mutual goals of connecting communities with quality food, fostering innovation, and providing exceptional consumer products and services.



## Limited storage space

As Crafty Ramen began expanding, it faced the challenge of finding the necessary infrastructure and logistical support to effectively manage increased production and distribution demands for its new frozen product line.

The primary challenge Crafty Ramen faced was the constraint of limited freezer space. "We only had one walk-in freezer, and our freezer doesn't even fit a pallet out the door," shared Crafty Ramen's Sales and Logistics Director, Adam Kennedy. This space constraint made it difficult to store and manage their growing inventory. However, with Erb's support, Crafty Ramen efficiently overcame these obstacles. Erb's assistance extended to allowing Crafty Ramen to assemble their pallets within the Erb facility, thereby ensuring seamless cold storage logistics solutions.

Initially storing just one or two pallets at Erb's facility, Crafty Ramen's demand has now surged. As their popularity grew, they expanded to occupy 35 to 40 pallets, with expectations to reach 72 pallets by summer. In addition to ECS and logistics solutions, they needed to ensure their products were efficiently transported and stored to maintain freshness and quality from their kitchen to their consumers' tables.





### Launching in major retailers

Introducing their products in major retailers like Walmart presented further logistical complexities. Throughout the process of launching a new product with a bigger retailer, The Erb Group provided invaluable advice on navigating the complexities of larger retailer partnerships. With specialized experts in every aspect of the cold chain, Erb offers a cool advantage in navigating the different policies and nuances associated with working with various intermediaries.

***“When we were launching Walmart, the overflow of information (The Erb Group) team was able to give us... was tremendous,”*** remarked Adam.

This support played a crucial role in Crafty Ramen’s successful product launch and ongoing operations as they scale up to Walmart stores nationwide.

Erb’s readiness helped Crafty Ramen sidestep potential setbacks, ensuring a seamless launch and bolstering Crafty Ramen’s confidence in Erb’s reliability and dedication to excellence in the cold chain domain.

### A seamless partnership

When asked what makes a good transportation carrier, Crafty Ramen appreciated Erb’s proactive approach to finding solutions and working as a team. “The Erb Group has really helped us along our journey.” By providing reliable storage, transportation, and expert guidance, Erb has enabled Crafty Ramen to scale successfully and confidently expand its product reach.

“It’s like I am talking to an extended arm of Crafty Ramen,” said Adam, highlighting the seamless integration and support provided by our team. This successful partnership underscores the impact of collaboration in achieving business growth and operational excellence.

### What’s next for Crafty Ramen?

Staying true to its craft, Crafty Ramen’s commitment to quality and community is a top priority as it continues to grow. Its frozen products have made a significant impact in Canadian wholesalers’ frozen

aisles, being available in various locations ranging from small independent grocers to partnerships with major retailers such as Sobey’s, Loblaws, Metro, and Walmart.

Today, with the strategic support of The Erb Group’s cold chain solutions, Crafty has supplied ramen to approximately 1,500 stores (and counting) across the country, reflecting the immaculate growth the small business has experienced in just the past two years.

“Our collaboration with Crafty Ramen has been truly rewarding,” said our Business Development Manager, Barbara Lis.

“Our shared dedication to quality and innovation has strengthened our partnership and driven growth and success for both teams.”

Together, we’ve achieved remarkable success, and we eagerly anticipate many more years of cool collaborations and shared aspirations for growth,” shared Barbara.

Crafty Ramen’s growth trajectory includes launching new product lines and expanding into new domestic and international markets. With plans to expand into the U.S. market in 2025, Crafty Ramen’s partnership with The Erb Group will play a crucial role in supporting its operational needs and facilitating its growth initiatives. Erb looks forward to continuing to collaborate on creative solutions with the Crafty team and bringing their ramen experience to a store near you!



**Ready to streamline your cold chain logistics and take your business to the next level?**

Reach out to [sales@erbgroup.com](mailto:sales@erbgroup.com) now!

# BARB'S TOP 10 COLD CHAIN TIPS

Dive into the best-kept tips from our Business Development Manager, Barbara Lis, as she shares a decade of cold chain expertise at The Erb Group.



**1** Understand the critical role of temperature control.

**2** Plan for seasonal variability.

**3** Partner with compliance experts.

**4** Explore sustainable services.

**5** Optimize your logistics for flexibility and future growth.

**6** Streamline your logistics with an all-in-one provider.

**7** Foster clear communication.

**8** Assess quality before cost.

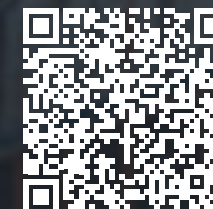
**9** Commit to continuous improvement.

**10** Build strong relationships.

**Barbara Lis**  
*Business Development Manager*

Barbara Lis, has over 10 years of experience specializing in the cold chain industry. She works alongside clients to design reliable, temperature-controlled logistics solutions that protect product quality and meet the highest standards of safety, efficiency, and service.

Known for her strategic mindset and commitment to operational success, Barbara helps businesses navigate supply chain complexities with confidence. Whether supporting national or regional distribution, she brings a client-focused approach and remains a trusted partner for companies seeking streamlined and innovative cold chain logistics.



*Read the full tips!*



# ESSENTIAL DELIVERIES, EXCEPTIONAL IMPACT

We're proud to bring food to families' tables while helping to strengthen the neighbourhoods where we live and work.



Scan to explore our impact in 2024!

Interested in making an impact with us?  
Email [marketing@erbgroup.com](mailto:marketing@erbgroup.com).



**\$555,000**

Our annual charity golf tournament has raised over half a million dollars for local nonprofits supporting housing, mental health, food security, and family support.



**\$6,500**

In 2024, we served as the presenting sponsor of the Stratford 5K Run/Walk in support of the Local Community Food Centre.



**\$5000**

We're proud to invest in a hunger-free tomorrow for children across North America through Breakfast Club of Canada.



**\$1,500**

We've invested in sustainability, innovation, and developing future leaders for a better tomorrow.



**\$500**

In response to the 2024 food crisis in Toronto, we've donated to the Daily Bread Food Bank to help put food on tables for those in need.



Wendell Erb with Lactalis  
Carrier of the Year Award.



# CARRIER OF THE YEAR AWARD

**Read our full story online**

*"Being recognized by one of the world's largest dairy producers is a significant achievement, and it reflects the strength of our partnership with Lactalis Canada. The Erb Group is proud to be part of this success and remains committed to delivering excellence."*

— **Marty Otten**  
Vice President of Sales



Scan the QR code to discover  
more about our recognition and  
commitment to quality service.

# THE COLD FACTS

## North America frozen food market

The frozen food market in North America is expected to reach a **projected revenue of US\$ 262,928.3 million by 2030**. A compound **annual growth rate of 5.6% is expected of North America frozen food market** from 2024 to 2030.

Furthermore, according to Grandview Research, the **Canadian frozen food market** (including ready-meals and other categories) generated revenue of nearly US\$8.5 billion in 2023 and is **expected to reach US\$14 billion by 2030**.

**North America stands out as one of the globe's most pivotal frozen food markets.** The North American frozen ready meals sector is primarily fueled by a **rising appetite for diverse, affordable, high-quality, and convenient** produce, meal and snack options.

## Did you know?

Gen Z and Millennials prefer using apps and online resources for grocery shopping, while Baby Boomers tend to stick to store signage and printed recipes for guidance.

Younger generations are also all about innovative packaging and food trends when deciding what to buy. Food innovation and experience are key factors when planning for young consumers!



## Fresh consumer insights

**34%** of frozen food buyers are motivated by special offers and discounts!

**28%** buy based on curiosity about new flavours, while **28%** trust recommendations.

Taste is still the top reason to buy frozen products across veggie, meat, and snack categories!



## Grocery shopping trends:

**36%** prefer category browsing, and **24%** stick to past orders for convenience.

**52%** of consumers are on the hunt for new recipes to spice up their meals.

**42%** turn to online recipe sites, while **40%** look on social media for inspiration.



## How can brands connect with consumers where they are?

**71%** want grocery stores to offer ready-to-eat meal ideas.

**62%** love the idea of themed recipe displays and demos to make meal planning easier.

**58%** of consumers are prioritizing environmentally friendly packaging as they seek out more sustainable food options.



## References

**Grandview Research.** <https://www.grandviewresearch.com/horizon/outlook/frozen-food-market/north-america>

**Canadian Grocer.** <https://canadiangrocer.com/bold-flavourful-options-are-leading-charge-frozen-aisle>.

**National Frozen and Refrigerated Foods Association.** <https://nfraweb.org/nfra-study-reveals-evolution-in-consumer-shopping-behaviors-and-purchase-motivators/>.





# OUR EXTENSIVE NETWORK

**BADEN, ON  
NORTH BAY, ON  
OTTAWA, ON  
THUNDER BAY, ON  
TORONTO, ON**

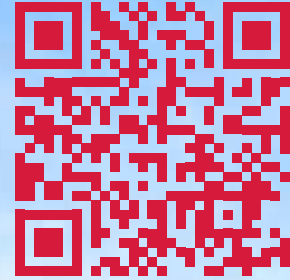
**TRENTON, ON  
MISSISSAUGA, ON  
MONTREAL, QC  
WINNIPEG, MB  
ELVERSON, PA**



Tap into our vast network and partner terminals to extend your reach.

# CANADA'S COLD CHAIN EXPERTS

Delivering a *'chill'* you can trust.



We love hearing from  
our clients!

Do you have a cool  
story to tell? Leave us a  
Google review!

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