

Cooler Kitchen

How a kitchenware brand uses Supply Chain by Amazon solutions to streamline global operations, expand into new markets, and manage ever-changing product demands.



Small Kitchen, Big Idea

Tiny NYC apartments aren't exactly known for abundant kitchen counter and cabinet space. That's why city dwellers Julie and Brandon Fuhrmann founded Cooler Kitchen—to help home cooks maximize their small kitchens and make whipping up a meal more joyful and functional. What started as a Fulfillment by Amazon (FBA)-only operation has evolved over the past decade into an international kitchenware brand spanning the U.S., Europe, Canada, and Mexico.

The Challenge

As the company grew, so did the complexities around managing inventory and fulfillment across different platforms. Despite using a Third-Party Logistics (3PL) for shipping, storage, and distribution, Cooler Kitchen faced supply chain inefficiencies and obstacles.

Pain points include:

- Time consuming communication with the 3PL, involving 20-30 emails per shipment
- 1-3-week processing times and shipping delays with the 3PL
- Increased storage expenses from unused pallet space
- Constant inventory monitoring and manual intervention
- Time zone bottlenecks

The Supply Chain by Amazon Solution

Cooler Kitchen turned to Supply Chain by Amazon, leveraging Amazon Managed Service (AMS). Our end-to-end supply chain solution helped keep products in stock while lowering storage and transportation costs.

How Amazon Managed Service Enables Cooler Kitchen's Growth Without Complexity

- A single portal for inventory management speeds up fulfillment and removes email-related delays.
- Auto-replenishment capabilities bring peace of mind by ensuring inventory meets demand, minimizing urgency and complications around inventory management.
- More efficient storage and cross-border movement result in overall savings.
- Enables seamless shipping to off-Amazon sales channels with Multi-Channel Distribution.
- Drives rapid response to demand spikes with faster inventory movements.
- Supports strategic Q4 inventory placement and expense reduction

The Results

Operational Costs & Efficiency

- AWD adoption led to a 5% decrease in storage expenses.
- 50% reduction in inbound fees when sending products directly to AWD.
- Auto-replenishment has reduced team labor hours for manual inventory management by up to 5 hours a week.

Growth & Performance

- 19 new retail channels were added after implementing AWD.
- Revenue increased by approximately \$70,000 – \$80,000 during Prime Day 2024, as auto-replenishment prevented stockouts and supported sustained sales.

