



## Talking Rain Selects XPO Logistics for Distribution Management

January 14, 2020

### **XPO's control tower solution improves efficiency, transparency and cost for maker of Sparkling Ice® and Talking Rain® products**

GREENWICH, Conn., Jan. 14, 2020 (GLOBE NEWSWIRE) -- XPO Logistics, Inc. (NYSE: XPO), a leading global provider of transportation and logistics solutions, and Talking Rain Beverage Company have successfully transitioned Talking Rain's in-house distribution network to outsourced transportation management. Talking Rain, a US market leader of sugar-free bottled waters, chose XPO for its track record of innovating across the supply chain.

XPO has transformed Talking Rain's truckload distribution network by implementing a comprehensive control tower solution that includes procurement, freight payment and digital tracking. The XPO Connect™ transportation platform gives Talking Rain real-time visibility into its network, and a dedicated XPO team manages shipments of Sparkling Ice® and Talking Rain® products with rigorous carrier oversight and analytics.

Troy Cooper, president of XPO Logistics, said, "We've moved Talking Rain from a fragmented broker base to centralized management of asset-based carriers, with seamless efficiency across North America. We're proud to partner with this exciting company in elevating service to Talking Rain customers."

In the first nine months of implementation, XPO managed the transportation of more than 32,000 shipments for Talking Rain. The company's average procurement cost per truckload has improved by as much as 6% below comparable retail market rates, with 100% reliability in securing capacity.

"We wanted a supply chain partner capable of thinking creatively about product distribution," said Oscar Mayorquin, Talking Rain's vice president of supply chain. "XPO has impressed us with their insights, and importantly, their technological capabilities."

#### **About XPO Logistics**

XPO Logistics, Inc. (NYSE: XPO) is a top ten global logistics provider of cutting-edge supply chain solutions to the most successful companies in the world. The company operates as a highly integrated network of people, technology and physical assets in 30 countries, with 1,531 locations and approximately 100,000 employees. XPO uses its network to help more than 50,000 customers manage their goods most efficiently throughout their supply chains. XPO's corporate headquarters are in Greenwich, Conn., USA, and its European headquarters are in Lyon, France. [xpo.com](http://xpo.com)

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#### **About Talking Rain® Beverage Company**

An industry leader in the Seattle-area for more than 30 years, Talking Rain is a Washington-based beverage company, situated in the foothills of the Cascade Mountains. Talking Rain's sustainable growth is attributed to the company's ability to stay true to their vision and heritage, while continually improving and innovating their products.

Talking Rain products offer a wide range of flavors that are great tasting and refreshing, making them perfect for people who desire to make healthier choices. All Talking Rain beverages are zero sugar and made from naturally sourced flavors and colors.

Talking Rain is committed to building a sustainable future. The brand connects with partners who prioritize these important efforts and are committed to being a voice in the education of how we can all do our part. Sparkling Ice is committed to: Reduction, Education and Support.

To learn more about Talking Rain, please visit [www.talkingrain.com](http://www.talkingrain.com).



Source: XPO Logistics, Inc.