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Food & Beverage Industry Trends

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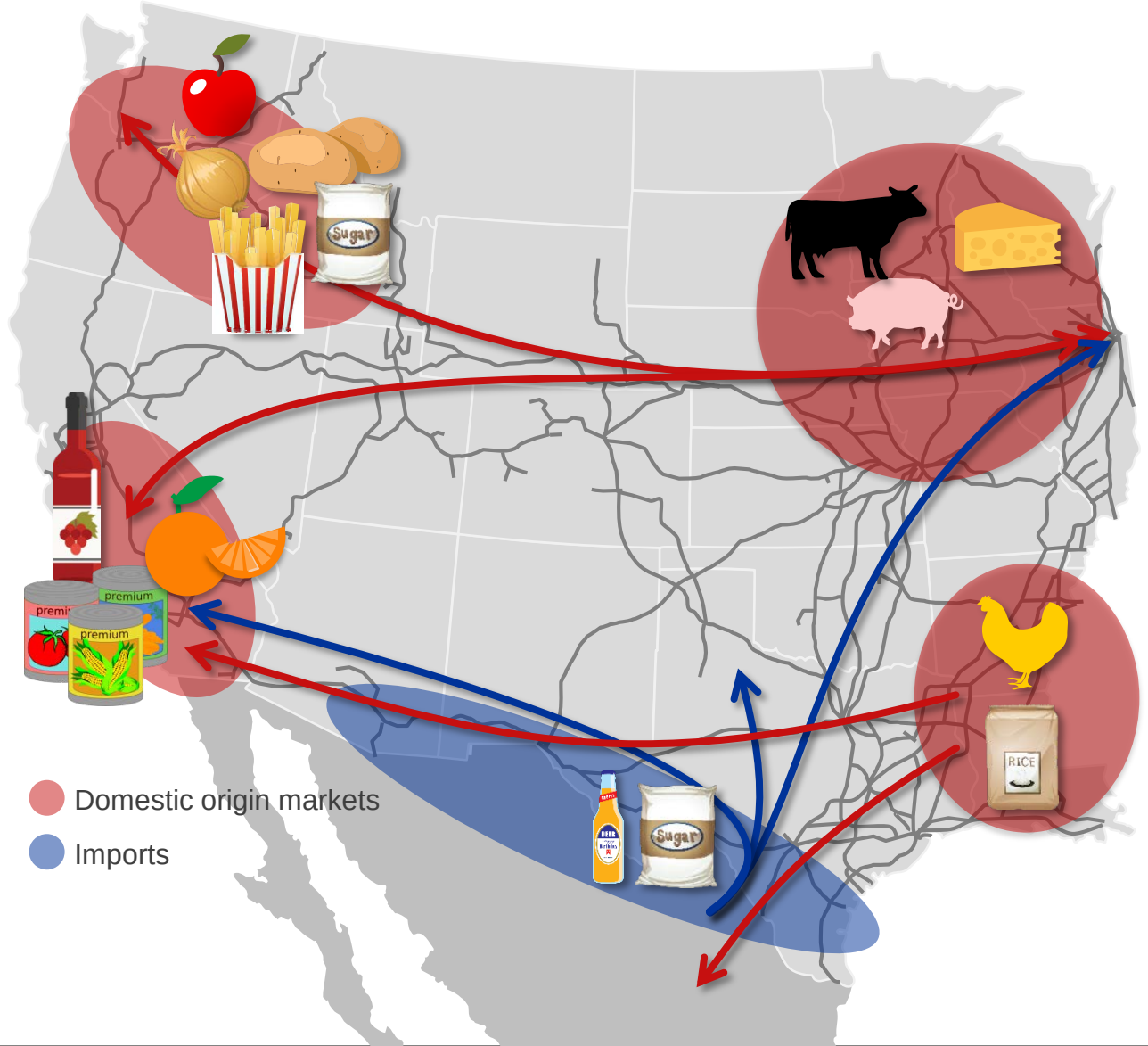
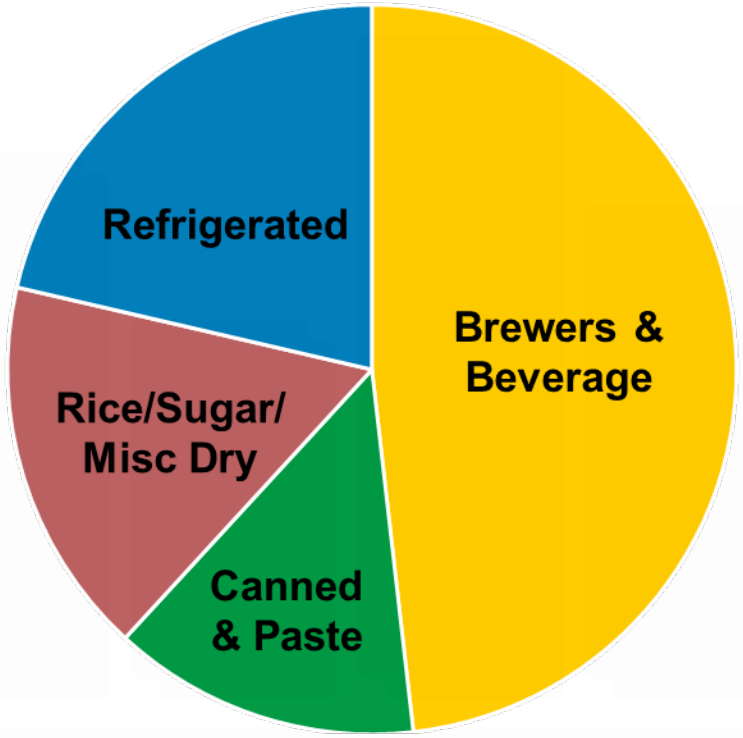
Food & Beverage Business Overview

Union Pacific





What do you want from your grocery store?

Consumer trends favor:

- Fast, fresh and easy

Consumer trends favor:

- Fast, fresh and easy
- More variety and options

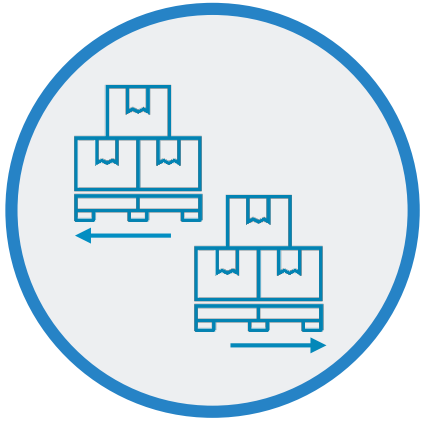
Consumer trends favor:

- Fast, fresh and easy
- More variety and options
- Convenient, sustainable packaging

Evolving Challenges

Food & Beverage Shippers

Evolving consumer preferences



Increasing supply chain complexity and food safety requirements

Tightening delivery standards

Truck market volatility

Push for sustainable solutions

Food & beverage supply chains demand:

- Faster, more reliable distribution channels
- More customized solutions
- LTL and pallet level shipping
- Careful handling

Cold Connect

Door-to-Door Service in FTL and LTL quantities

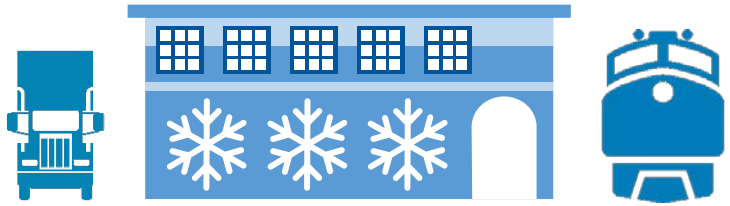
The Value of Cold Connect

- Customized solutions
- Multimodal single source logistics provider
- Reliable capacity
- Inventory management and consolidation
- Forward distribution
- Warehousing
- Environmental sustainability

Cold Connect

Careful Product Handling

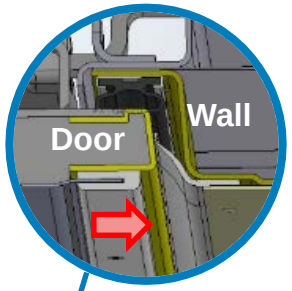
- Consolidation delivers rail benefits to truckload & LTL shippers
- Maximizing rail car weight and capacity is critical and requires intricate planning and careful handling
- Product mix and configuration is key to optimization
- Continuous feedback and accountability achieved record low damage rate

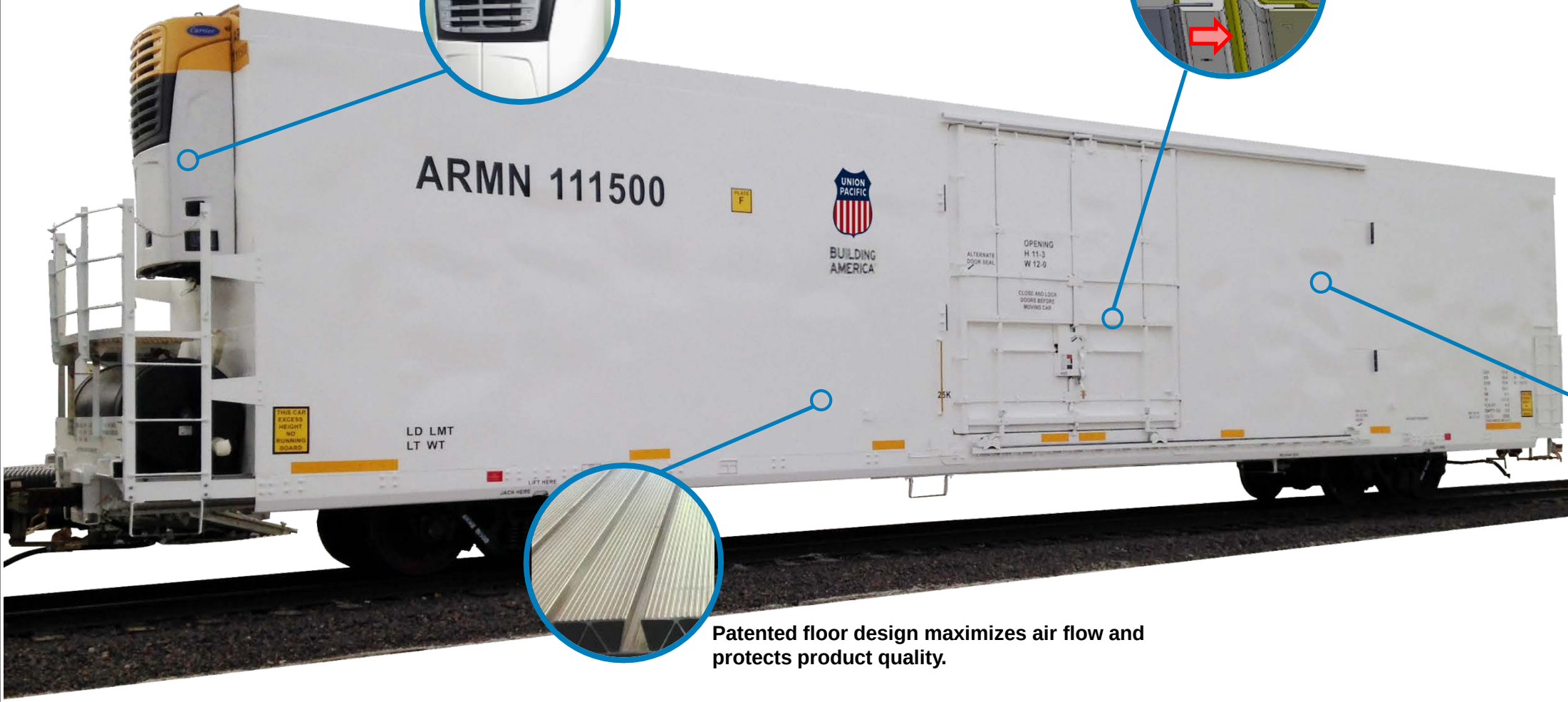


Next Generation Reefer Fleet

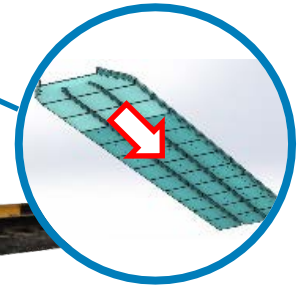
Hybrid refrigeration unit designed for improved efficiency and reduced emissions.

Double-sealed doors to protect freshness and prevent thermal loss.





Customized air distribution system balances air flow to create a uniform temperature throughout the car.

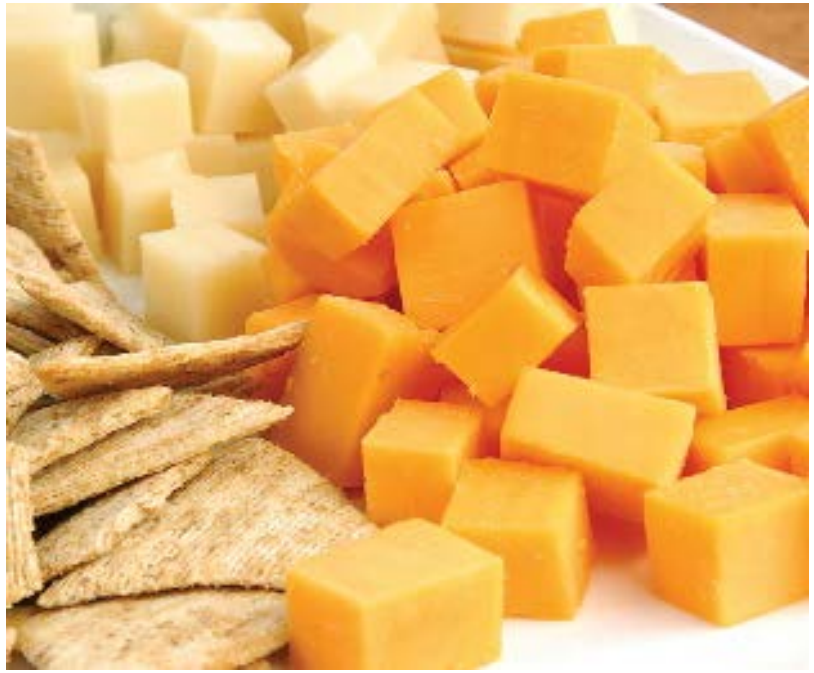


Patented floor design maximizes air flow and protects product quality.

Ensuring Careful Handling Together

Shipper Best Practices

- Follow AAR safe loading guidelines
- Collaborate with the railroads as product mix and packaging changes
- Work with your internal stakeholders to ensure packaging does not compromise load integrity
- Inspect rail car prior to loading to ensure it meets your needs and can be loaded safely
- Document with photos and discuss any feedback immediately upon unload
- Implement continuous improvement practices



In Summary

- Evolving consumer trends adding complexity to supply chains
- More reliable, cost effective solutions needed
- UP is investing heavily
- Takes mutual collaboration to maximize rail potential