



CASE STUDY

Rubicon Bakers

Treya Partners utilizes a highly data-driven approach to procurement to save Rubicon Bakers \$1.7M on annual spend with limited changes to their operations

Overview

Rubicon was introduced to Treya Partners through its Private Equity sponsor, Trive Capital, a leading Dallas-based private equity firm. Trive and Treya have partnered together on previous cost reduction initiatives for other Trive portfolio companies.

Rubicon engaged Treya in a spend management initiative that drove cost savings across 12 spend categories representing \$17 million in baseline annual spend. Treya's project sponsor was Rubicon's Chief Financial Officer.

The Challenge

Rubicon had grown in recent years and had historically not utilized a highly data-driven approach to procurement. In some cases, there were long-standing vendor relationships in place and limited ability to transition suppliers. Treya was tasked with developing a project approach and strategy that would deliver savings through strengthening current relationships where possible and pursuing competitive bidding where appropriate in a professional, respectful manner.

About Rubicon

Established in 1993, Rubicon Bakers helps transform lives by employing and empowering people who need a second chance. Many of Rubicon's employees have experienced significant barriers to employment, including housing insecurity, incarceration, substance abuse disorders, and other systemic challenges. Rubicon bakes every product from scratch and finishes each item by hand, using only clean ingredients, never any artificial colors, flavors, or preservatives. Their cakes, cupcakes, muffins, and other baked goods can be found in grocery stores nationwide.

The Outcome & Results

\$1.7M annual savings

on a \$17M addressable baseline

The Process & Solution

Treya utilized a combination of incumbent supplier negotiations, RFPs and GPOs agreements to create savings for Rubicon, working closely with its CFO and procurement leader. Treya presented Rubicon with supplier award scenarios for consideration, with Rubicon leadership selecting suppliers that offered the best value.

“Our business had been adversely impacted by post-COVID related inflationary supply chain disruptions,” says John Clinkscales, Rubicon’s CFO. “The Treya team was able to come in and pinpoint strategic cost reduction opportunities in key COGS spend areas. Their team partnered with us very effectively in driving significant cost savings which are material to our business. I would highly recommend Treya for their deep market insights and easy engagement style.”



The Treya team quickly came up to speed on our business-critical, bakery-specific spend categories and effectively utilized their strategic sourcing expertise to drive cost savings for our company.

Treya treated our suppliers professionally and respectfully throughout the process and delivered on their commitments, completing the project on time and exceeding the high end of their savings projections from project kickoff. I highly recommend Treya Partners to any organization looking for procurement cost savings.

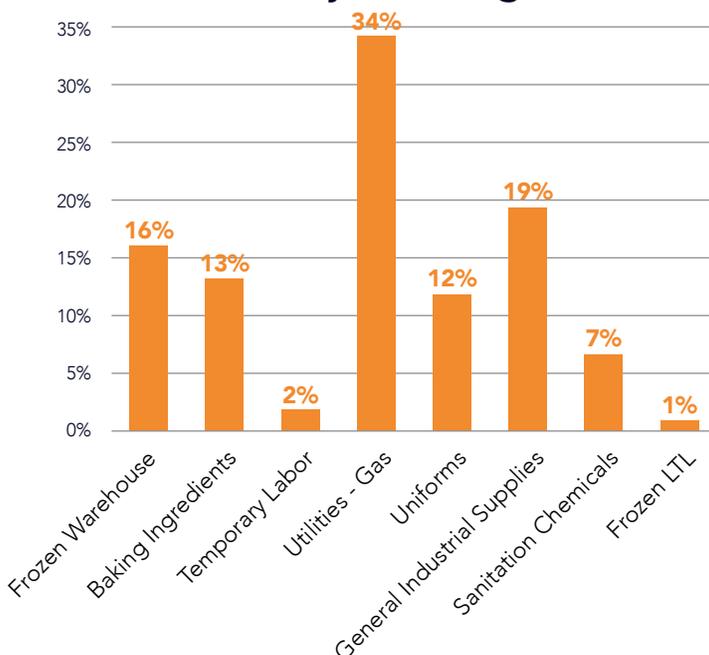
John Clinkscales

Chief Financial Officer, Rubicon Bakers

The Outcome & Results

Treya’s strategic sourcing project delivered meaningful cost savings for Rubicon. Treya addressed approximately **\$17 million in annual spend across 12 workstreams**, including Frozen Warehouse, Edible Oil, Eggs, Dairy, Flavors/Colors, Produce, Temp Labor, Utilities, Uniforms, General Industrial Supplies, Sanitation Chemicals, and Frozen LTL. RFPs and incumbent supplier negotiations resulted in the majority of the savings, with limited supplier transitions ultimately required. The project created **\$1.7 million in annual savings, which translates to \$17 million in enterprise value.**

Project Savings



About Treya Partners

Leading provider of Procurement Improvement services across the public and private sectors since 2006. Clients served include 15 state governments, multiple institutions of higher education, and over 50 private equity funds.

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