



# What's Behind Your InsulWall®?

Chex Finer Foods: Its Growing Category of Chocolates & Confections

## Chex Finer Foods

Chex Finer Foods focuses on providing independent and leading retailers with groups of differentiated items not available in major chains. Over the past three years, Chex Finer Foods' product lines and inventory has doubled. One particular area of growth has been its candy and chocolate selection. Today, candy and chocolate have surpassed milk – ranking 4th in overall product line sales.



### Chex Finer Foods challenge

Chex Finer Foods focuses on providing independent and leading retailers with groups of differentiated items not available in major chains. Chex customers are able to stay current with the latest trends and products. Over the past three years, Chex Finer Foods' product lines and inventory has doubled. One particular area of growth has been its candy and chocolate selection. Today, candy and chocolate have surpassed milk – ranking 4th in overall product line sales.

### Chex Finer Foods warehouse

Recently, Chex Finer Foods moved into a 60,000 square foot distribution center. At the same time, a climate controlled room was needed to store its fast selling chocolate and confection

products. InsulWall – the flexible, thermal curtain wall – was selected to create its new chocolate cooler room. Separating ambient space to create a 50°-60° F temperature-controlled space, InsulWall was installed quickly and is effectively keeping product at optimal temperature.

### The results

"InsulWall was a perfect solution to create a flexible, modular space within our warehouse," said Michael Isenberg, Chex Finer Foods Vice President.

Dividing space, flexibility to expand, and temperature-control made InsulWall the right choice for Chex's chocolate cooler room.



**Temperature-sensitive product line**



**2,500 square foot cooler room**



**Potential for future expansion**

### Next Steps

To learn more about how we can help your space contact us at 800-323-7424 or [randallwarehouse.com](http://randallwarehouse.com)

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