

SWEETENING SUCCESS: KIMMIE CANDY STANDARDIZES INNOVATION IN THE SUPPLEMENT INDUSTRY

ABOUT KIMMIE CANDY CO. Kimmie Candy is a creative confectionery manufacturer based in Reno, Nevada. Founded on a concept in 2000 and established in Reno in 2005, the company has grown to employ nearly 46 people and continues to create jobs to support the American Dream. Known for award-winning products like "Sunbursts" and "Chocorocks," Kimmie Candy is a hub of innovation in flavors and manufacturing processes.

THE CHALLENGE. In November 2023, Kimmie Candy acquired the Good Day Chocolate brand. After analyzing the new product line, the company discovered significant inconsistencies in components, vendor resources, and testing specifications. Because these products fall within the supplement category, it was critical that all ingredients and active constituents remain consistent and reliable to match label statements. Kimmie Candy needed expert guidance to standardize these complex formulations and secure dependable supply chains.

MEP CENTER'S ROLE. Manufacture Nevada provided comprehensive consulting services to improve consistency and reliability for the "Good Day Chocolates" line. The engagement included:
Formulation & Ingredient Review: Evaluating existing recipes and components to identify sources of variation
Vendor Authorization: Helping the company vet and authorize reliable vendors to ensure raw-material quality and consistency
Process Standardization: Implementing corrected manufacturing methodologies and rigorous testing procedures
Compliance Alignment: Adjusting specifications to ensure active ingredients consistently meet label claims across the entire product portfolio

Results

Regulatory Reliability: Established standardized testing methodologies and specifications, ensuring 100% reliability of active constituent label statements across the supplement line

Operational Efficiency: Streamlined the supply chain by implementing a rigorous vendor authorization process, reducing inconsistencies in raw-material components

Market Expansion: Successfully integrated the acquired "Good Day Chocolate" brand into the Kimmie Candy umbrella, securing a foothold in the competitive supplement market. Costs for Good Day were reduced by 5-9%, enabling lower prices for customers and ultimately increasing total sales volume

Process Improvement: Corrected manufacturing processes and improved quality systems, preventive control systems, and food safety procedures across the entire product line to enable seamless additions of new products to the standardized portfolio.

Supply Chain: Secured a new key ingredient supplier, resulting in significant cost savings, higher quality, and a more consistent product

RESULTS



5-9% cost reduction on newly acquired brand



Good Day Chocolate brand acquisition



Process and quality improvements



New supplier for key ingredient



Regulatory reliability at **100%**

CONTACT US



450 Sinclair Street
Reno, NV 89501-2239



(775)784-1935



ManufactureNevada.com



"Working with Manufacture Nevada transformed how we operate at both Good Day Chocolate and Kimmie Candy Company. They provided invaluable insights into streamlining our processes, which directly increased our sales whilst significantly lowering our operational costs. What really impressed us was their thorough approach—they didn't just identify savings opportunities; they helped us restructure our documentation and follow-up systems to actually work."

-Joseph Dutra, CEO