Snake Bite Co. launches business by sourcing revolutionary bottle opener on MFG.com

BACKGROUND

Focused on quality, consistency, and fun, entrepreneur Daniel Peskorse, founder of Snake Bite Co., set out on a mission to design the world’s greatest bottle opener: The Snake Bite.

"The Snake Bite came about organically. I had friends that carried bottle openers on their key chain and were using those to not only open bottles, but to also vent the back of beer cans." says Peskorse.

"If you're pouring liquid out of a can, air replaces that liquid. So if you vent the can to let the air into the can via a secondary channel, one that isn't conflicting with the exiting liquid, then you're going to have a much smoother and cleaner pour. It's simple physics."

But as much as he knows about physics, Peskorse readily admits he wasn't an expert on manufacturing. So when it came to manufacturing the Snake Bite, he needed a little help.

"We relied heavily on MFG.com and our sourcing advisor when it came to getting a physical product manufactured. The Snake Bite isn't your average 50 cent bottle opener. We needed to find a supplier with the expertise to make the Snake Bite with precision."

WHAT’S IN A SNAKE BITE?

- 302 stainless steel -- Made in the USA
- 6oz Vegetable Tanned Domestic Leather -- Made in the USA
- Military Grade Kydex Holster Eyelets -- Made in USA
- Nickel Plated Hard Drawn Steel Split Rings -- Made in USA
- 100% Handcrafted & Assembled in St. Louis, Missouri
BUSINESS CHALLENGE

Starting with a 3D-printed prototype, Peskorse set out to find a manufacturer that could take the Snake Bite from concept to reality. It was important that the supplier have the capability and capacity to make the Snake Bite fast, without sacrificing quality.

"We knew we didn't want to go to production too quickly and sacrifice quality -- we had seen other products make the same mistake. Instead, we wanted partner with a supplier that understood the importance of quality over quantity. But at the time, that was hard to find." Then Peskorse stumbled across MFG.com, which "changed everything."

SOLUTION

Peskorse says that if it weren't for MFG.com, he may have never found his current supplier. Using MFG.com's Supplier Discovery Tool and Supplier Rating System, Peskorse was able to easily vet suppliers based on capabilities, capacity, and expertise, finding the perfect supplier for Snake Bite.

"Ultimately, it came down to all the normal things you would think: pricing, turn-around time, per unit costs, and tooling fees. But the instant feedback provided by MFG.com's Supplier Rating System helped us pinpoint the supplier we're still working with today."

RESULTS

As of December 2015, the Snake Bite is sold at more than 20 retailers in 9 states, as well as Germany and the United Kingdom. Rapidly expanding, the Snake Bite brand can now be found around the world on T-shirts and hats, coozies and keychains. And all of that success has fueled Peskorse's next product, a spiritual successor to the Snake Bite.

"I can't talk too much about it, but essentially, it's the bartender's Snake Bite. But what I can tell you is that we're going to do all of the sourcing through MFG.com. The marketplace is going to be our go-to source for finding new suppliers moving forward. MFG.com puts the right tools at our fingertips to save time and money on all of our sourcing efforts. I haven't found anything else like it."

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<tr>
<th>OBJECTIVE</th>
<th>RESULTS</th>
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<tr>
<td>Fast Turnaround</td>
<td>&quot;I keep coming back to MFG.com because I know I can get the Snake Bite made fast, which is important in satisfying Snake Bite customers. Every time I post an RFQ, I get quality bids and responses from reputable suppliers. So for me, I don't see myself sourcing manufacturers outside of MFG.com.&quot;</td>
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<td>Price/Quality Balance</td>
<td>&quot;We wanted to find experts. There were plenty of skilled local shops, but the price to quality ratio just didn't work for us as a start-up. MFG.com helped us discover suppliers that could give us the expertise necessary to make a quality product, while also helping us stay economically competitive.&quot;</td>
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