Novel CPG



CAPABILITY STATEMENT

REGULATED GOODS OPERATIONS | SUPPLY CHAIN INFRASTRUCTURE | STATUTORY COMPLIANCE

ABOUT NOVEL CPG

Novel CPG delivers frontline-tested operational management, strategic supply chain restructuring, and legal compliance execution for regulated goods across food, beverage, alcohol, tobacco, and cannabis. Replacing theoretical advisory with hands-on infrastructure, we optimize distribution networks, eliminate fulfillment bottlenecks, and engineer audit-ready operational controls.

CORE COMPETENCIES

- ☑ Sourcing & Vendor Governance
- ☑ Co-Packing & Plant-Floor Scaling
- ☑ Demand Planning & S&OP
- ☑ ERP & Back-Office Architecture
- ☑ Regulatory & Quality Compliance
- ☑ Duty & Tax Drawback Recovery
- ☑ Operations Management & Execution

KEY DIFFERENTIATORS

- **Operator-Led Leadership:** Directed by a former CPG manufacturing executive & founder with 16+ years managing commercial production networks from inception to institutional acquisition.
- **Dedicated Regulated Expertise:** Deep domain expertise across food, beverage, spirits, and agricultural botanicals, ensuring strict operational alignment with FDA, TTB, and FSMA standards.
- **Cross-Functional Integration:** Holistic approach bridging operational reality with enterprise finance, data architectures, and all disconnected workstreams to eliminate organizational silos.

PAST PERFORMANCE

- **Vodka Mariette:** Directed commercial operations, formula compliance, and logistics across 15+ ISO-certified international manufacturing facilities and 5 warehouse hubs over a 14-year lifecycle, culminating in a successful Private Equity acquisition.
- **Pernod Ricard:** Restructured global supply chain flows and directed enterprise Duty Drawback program reconciling historical BOMs and customs entries, recovering $30M in capital and installing compliance infrastructure for up to $100M in annual claims.
- **Cardinal Spirits:** Deployed custom shop-floor production tracking and inventory synchronization software for a scaling commercial distillery, automating client onboarding and integrating enterprise operations directly into active manufacturing pipelines.
- **Tobacco Importer:** Audited statutory compliance, structured multi-tier licensing controls, and mapped excise tax frameworks to de-risk national commercial distribution and install an audit-defensible chain-of-custody tracking architecture.

COMPANY INFO

Primary NAICS Code: **541611**
Secondary NAICS: **541614, 541512, 541690**
PSC: **R408, R706, R410, R499, B544**
CAGE: 21DR3 | UEI: YRWASL94TF38
Accepts Government Purchase Cards
SBE-Certified

CONTACT

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