

# White label brandstore



Branded, self-service store



Lower lead acquisition costs



Lower cost-to-serve

## The challenge

Low-volume orders often arrive via emails and spreadsheets, need manual quoting, and trigger back-and-forth on pack sizes, minimums, and shipping.

Each one consumes time your team should spend on strategic accounts, while smaller buyers feel underserved and reorders slip.

## The solution

1-2-Taste whitelabel brandstore is a fully branded, self-service storefront that moves your “long tail” online without adding workload.

- **Your brand experience:** Custom domain or subdomain, brand styling, product storytelling, and media.
- **Controlled catalog & pricing:** Show the right SKUs, pack sizes, MOQs, and price tiers per customer or segment.
- **Fully managed:** We run hosting, security, performance, and updates—so you don’t need extra IT lift.

## The outcome

By partnering with 1-2-Taste, B2B food ingredient sellers can:

01

### Reduced operational overhead:

By shifting small, repetitive orders to self-service

02

### More repeat revenue:

Easy reordering keeps long-tail buyers active without manual follow-up

03

### Focus preserved:

Concentrate on core accounts while the brandstore serves everyone else.

## Conclusion

Launch a branded, self-service store that cuts overhead, boosts reorders, and lets your team focus on strategic accounts—while we handle hosting, operations, and optimization end-to-end.