
Scaling Canada's Premier Foodservice Distributor: How Task19 Architected a High-Velocity B2B Shopify Store with Custom Contract Pricing and Passwordless OTP Login

Transforming complex relationship-based B2B wholesale ordering across 1,000+ restaurant supply SKUs into an effortless, 24/7 self-service e-commerce portal—powered by Task19's proprietary custom pricing engine.

Client	Cadfour Supplies (Authorized Hotpack Distributor)	Headquarters	Greater Toronto Area (GTA), Ontario, Canada
Industry	Foodservice Packaging, Commercial Groceries & Sanitation	Platform	Shopify
Target Market	Restaurants, Caterers, Cafes, Bakeries, Food Trucks & GTA Retailers	Core App	Wholesale B2B Custom Pricing & Loyalty by Task19
Deliverables	Full Storefront UI/UX Architecture, Custom Shopify Theme Engineering, Passwordless Phone/WhatsApp OTP Authentication, B2B Multi-Case Variant Logic, and Proprietary Pricing App Integration.		

1. Executive Summary

[Cadfour Supplies](#) is an authorized distributor of Hotpack and a leading wholesale foodservice supplier serving hundreds of commercial kitchens, franchised restaurants, caterers, bakeries, and retail businesses across the Greater Toronto Area (GTA), Ontario, Canada.

To sustain rapid market expansion and streamline commercial reorders, Cadfour partnered with **Task19 Technologies** to design, engineer, and deploy an enterprise-grade Shopify B2B e-commerce platform. The project solved Cadfour's most critical operational bottleneck: **delivering dynamic, customer-specific wholesale pricing across a 1,000+ SKU catalog while eliminating friction for busy restaurant operators through passwordless OTP authentication.**

By implementing a custom-engineered Shopify storefront integrated directly with Task19's proprietary [Wholesale B2B Custom Pricing App](#) (detailed at [custompricing.task19.com](#)), Cadfour eliminated manual price quoting, slashed cart abandonment, and automated contracted pricing for VIP and wholesale accounts.

2. Executive Impact At-a-Glance

The strategic deployment delivered immediate, quantifiable efficiency gains across Cadfour's commercial operations:

METRIC / TARGET AREA	OPERATIONAL RESULT	COMMERCIAL IMPACT
100% Automated	Customer-Specific Contract Rates	Zero manual invoicing, custom quotes, or coupon code management; verified restaurant accounts see individual agreed rates automatically.
< 5-Second Login	Passwordless OTP Authentication	Eliminated traditional passwords via Canadian phone (`+1`) SMS and WhatsApp OTP, reducing reorder abandonment to near zero.
\$24,000+ / Year	Annual SaaS Overhead Saved	Achieved enterprise-grade B2B tiering on standard Shopify infrastructure without the mandatory \$2,000+/month overhead of Shopify Plus.
1,000+ SKUs	Dynamic Storefront Price Overrides	Real-time automatic price replacement across packaging, commercial bulk groceries, beverages, and sanitation supplies.
Sub-24-Hour	Self-Service Reorder Cycles	Enabled kitchen managers and head chefs to reorder cases directly from prep lines on mobile devices in under 60 seconds.

3. About the Client: Cadfour Supplies & The Canadian Foodservice Market

Operating out of the Greater Toronto Area, [Cadfour Supplies](#) serves as a vital distribution hub connecting commercial food packaging manufacturers with hospitality businesses. As an official authorized distributor of Hotpack—a globally renowned leader in eco-friendly packaging solutions—Cadfour supplies high-volume food packaging and restaurant consumables to restaurants, cafes, corporate offices, and catering companies.

Their multi-category commercial catalog spans thousands of mission-critical SKUs:

- **Commercial Restaurant Packaging:** Authorized Hotpack aluminum takeout containers, MFPP heavy-duty hinged containers, clear PET plastic cups and dome lids, portion cups, greaseproof paper bags, biodegradable bagasse plates, cutlery kits, straws, and napkins.
- **Bulk Commercial Groceries & Cooking Staples:** Heavy commercial ingredients designed for commercial fryers and production lines, including 16L Canadian canola oil jugs, 50lb Washington

yellow cooking onion sacks, 20kg flour and rice sacks, bulk pulses, spices, and wholesale beverage cases (Coca-Cola, Sprite, and Eska natural spring water).

- **Sanitation & Facility Maintenance:** Commercial-grade chemicals including 4L pot and pan dishwashing detergents, extra-strength 35×50 industrial garbage liners, and heavy-duty Canadian-made grey t-shirt checkout bags.
- **Custom Brand Packaging:** In-house custom printing services enabling emerging restaurants and food chains to brand cups, bags, boxes, and greaseproof paper with low minimums (from 1,000 pcs) and complimentary design assistance.

4. The Core Challenges: Why Off-the-Shelf E-Commerce Failed B2B Operations

Prior to partnering with Task19, Cadfour's digital ordering workflows were hindered by structural limitations inherent to traditional retail e-commerce platforms:

Challenge 1: The Multi-Tiered "Customer-Specific Pricing" Dilemma

In commercial foodservice supply, pricing is strictly relationship-driven. A multi-location franchised restaurant chain ordering 50 cases of hinged containers every Monday negotiates a substantially lower unit cost than a boutique cafe purchasing two cases once a month.

- **The Shopify Platform Barrier:** Standard Shopify stores are architected around a single public retail price per product.
- **The Cost-Prohibitive Enterprise Route:** Native B2B customer pricing from Shopify requires upgrading to Shopify Plus, costing upwards of \$2,000 USD per month plus commission fees—an unjustifiable expense for regional distributors.
- **The Flawed Coupon Code Workaround:** Relying on manual discount codes (e.g., `VIPRESTAURANT20`) created massive operational headaches: codes were leaked online, shared between unauthorized accounts, failed across multi-category orders, and required endless manual order revisions.

Challenge 2: Chaotic Kitchen Reordering & Password Drop-Offs

Unlike office-based corporate procurement, restaurant owners, executive chefs, and inventory managers reorder supplies during chaotic kitchen prep shifts or late at night after closing service. Typing on mobile devices on busy kitchen lines makes password entry and email recovery loops a major friction point. Forgotten credentials consistently led to abandoned carts and forced buyers back to manual phone calls or unstructured WhatsApp voice notes.

Challenge 3: Variant Architecture for Cases vs. Multi-Packs vs. Singles

High-volume restaurants purchase by the master case (e.g., 1,000-count cup cases or 6×4.5lb fry boxes), while smaller catering venues need individual packs (200-count). Cadfour required a clean, responsive storefront interface that displayed price-per-unit breakdowns and case packaging specs without cluttering the catalog.

Challenge 4: Logistics & Regional Delivery Transparency

Because Cadfour provides same-day and scheduled local delivery across the GTA with free shipping thresholds, commercial buyers needed immediate validation of delivery eligibility, receiving dock instructions, and minimum order rules right on product pages and in the cart.

5. The Solution Architecture: What Task19 Engineered

Task19 Technologies engineered a full-stack, enterprise-grade Shopify solution tailored specifically for B2B wholesale workflows, pairing custom storefront development with Task19's proprietary SaaS application.

A. Deploying Task19's Proprietary App: Wholesale B2B Custom Pricing

To solve Cadfour's multi-tier pricing challenge without Shopify Plus overhead, Task19 integrated its own flagship Shopify application: [Wholesale B2B Custom Pricing & Loyalty](#) (learn more at [custompricing.task19.com](#)).

- **Customer-Tagged Contract Rule Matrices:** Task19 configured custom pricing rules based on customer account tags (e.g., `VIP-Tier-1`, `Commercial-Wholesale`, `Enterprise-Contract`). Each tag automatically maps approved client accounts to negotiated price lists across specific collections or individual SKUs.
- **Automatic Storefront Price Replacement:** The app's lightweight theme embed intercepts the storefront rendering layer. When an approved restaurant client logs in, public retail prices across the homepage, collection grids, search results, product pages, and slide-out cart automatically convert to their contracted rates. No coupon codes are required.
- **Configurable Quantity & Volume Breaks:** Implemented tiered pricing incentives (e.g., 1–4 cases at \$28.50, 5–19 cases at \$25.00, 20+ cases at \$22.50) with transparent savings callouts on product pages to drive higher average order volumes.
- **Integrated B2B Loyalty & Rebates:** Configured a points system that allows high-volume restaurant buyers to accumulate reward credits on recurring supply orders, redeemable for invoice deductions on future restocks.

B. Frictionless Passwordless Authentication (Login With OTP)

Task19 engineered a custom, Canadian-optimized **Login With OTP** system directly into the storefront header and checkout funnel of [cadfour.com](#):

- Purchasing managers enter their Canadian phone number (`+1 (416) ...`) or email address.
- An automated 4-digit or 6-digit OTP is transmitted via SMS or WhatsApp within 2 seconds.
- The customer is authenticated in under 5 seconds, unlocking their specific wholesale pricing and previous order history for 1-click reordering.

C. High-Converting, Mobile-First B2B Storefront Architecture

- **Bulk Case vs. Pack Selectors:** Engineered intuitive option pills allowing buyers to toggle effortlessly between individual packs and master cases, with live unit-price calculations.
- **Dynamic GTA Delivery Messaging:** Built real-time delivery countdown timers and free GTA delivery progress bars into the site header and cart drawer.
- **Custom Packaging Inbound Engine:** Developed a dedicated lead-generation funnel for custom-branded packaging inquiries with interactive mock-up upload forms and direct WhatsApp business chat triggers.

6. Business Impact & Client Results

The launch of the new platform transformed Cadfour's commercial operations across every core metric:

- **Over \$24,000 Saved Annually:** Bypassed enterprise Shopify Plus subscription costs while delivering seamless custom pricing via Task19's app.
- **90% Reduction in Pricing Errors:** Automated contract pricing eliminated price disputes, manual invoice adjustments, and credit memos.
- **Zero Login Friction:** Kitchen operators and restaurant managers now reorder supplies directly from mobile phones in under 60 seconds.
- **Increased Average Order Value (AOV):** Transparent volume tier breaks encouraged restaurant accounts to bundle multiple case packs to unlock higher discount brackets.

7. Verified Client Endorsement

"Before Task19, managing custom wholesale pricing for different restaurants was an operational headache involving separate spreadsheets and manual invoices. Task19 transformed our business. With their Shopify store design, the OTP login, and their Custom Pricing app, our clients log in, see their agreed prices instantly, and order without friction. Task19 is the ultimate e-commerce partner for any B2B brand."

— Leadership Team, Cadfour Supplies (Toronto, Canada)

8. Strategic Internal Linking Architecture

To maximize SEO visibility and convert case study readers into active SaaS subscribers and development clients, the portfolio page implements the following strategic internal linking structure:

- **Direct App Store Links:** Deep-links pointing to [Wholesale B2B Custom Pricing on the Shopify App Store](#) using descriptive anchor text such as "install the Wholesale B2B Custom Pricing app" and "Shopify customer-specific pricing".

- **Product Landing Page Links:** Contextual references directing visitors to the [Custom Pricing Official Website](#) for product documentation, feature comparisons, and merchant guides.
- **Agency Services Links:** Links connecting the case study to [Task19 Technologies](#) B2B store development and consultation services.
- **Client Storefront Footprint:** Standard agency footer attribution on [cadfour.com](#) ("Store Design & B2B Solutions by Task19 Technologies") paired with verified client social proof on the Shopify App Store.

9. Visual Assets to Be Prepared & Implemented

The following four high-resolution visual assets have been specified for design production and placement within the portfolio case study layout:

- **Asset 1: Storefront Hero Mockup (`cadfour-hero-mockup.webp`):** Multi-device mockup showcasing the Cadfour Supplies homepage on desktop and mobile, highlighting GTA delivery announcement bars, category navigation, and Hotpack distributor branding.
- **Asset 2: Passwordless OTP Login Modal (`cadfour-otp-modal.webp`):** High-fidelity capture of the live "Login With OTP" interface on cadfour.com, illustrating the phone (`+1`), email, and WhatsApp verification inputs.
- **Asset 3: Dynamic Price Auto-Replacement Demo (`cadfour-pricing-tier-demo.webp`):** Side-by-side visual demonstrating a high-volume packaging product automatically switching from the standard retail price (\$68.89) to the contracted wholesale tier (\$52.00) upon customer login.
- **Asset 4: Product Category Grid & Bulk Variant Selector (`cadfour-product-grid.webp`):** Clean UI capture of the catalog interface showcasing bulk cooking oils, heavy produce bags, and master-case packaging options with instant unit-price calculations.

10. Transform Your Shopify B2B Operations with Task19

Whether you manage a regional wholesale distributor or an established brand expanding into B2B sales:

- **Install the App:** Add [Wholesale B2B Custom Pricing](#) directly from the Shopify App Store to automate customer-specific rates.
- **Explore App Features:** Discover tiered pricing, volume breaks, and loyalty rewards at [custompricing.task19.com](#).
- **Partner with Task19:** Ready to engineer a high-performance B2B storefront? Partner with the certified Shopify experts at [Task19 Technologies](#) for end-to-end theme development and custom integrations.