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Reed Boardall

## **Dr. Oetker retains Reed Boardall as logistics partner**



Leading German food company Dr. Oetker has renewed its contract with Reed Boardall to provide all of its UK cold storage and distribution needs for its full range of frozen products for the next three years.

The company, which produces a wide selection of baking and cooking products, is one of the UK's leading suppliers of frozen pizzas with its popular 'Ristorante' and 'Chicago Town' brands. From its food processing facility in Leyland, Lancashire, Dr. Oetker supplies the full spectrum of retailers and food service outlets throughout the country.

Reed Boardall began working with the group, whose UK head office is in Leeds, 15 years ago and has again been selected by Dr. Oetker following a competitive tender. The company will continue to collect all frozen product from the Leyland processing site and transport it to the Reed Boardall cold storage facility in Boroughbridge, Yorkshire, before delivering it on to the distribution centres of retailers and food service operators nationwide.

"We have enjoyed a close and constructive relationship with Dr. Oetker and are extremely pleased to have once again have been chosen by the company," comments Andrew Baldwin, managing director of Reed Boardall's cold storage division. "Over the years, we have got to know the team well, we understand their business and genuinely care about providing the best service we can. Like Dr. Oetker, we are a long-established family business which prides itself on quality and being customer-focussed.

"To have retained the business is testimony to the fact that what we do for Dr. Oetker is great for them and they know they can rely on us to continue to deliver on our promises."



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Jonathan Stokoe, executive head of supply chain at Dr. Oetker UK, said: “Reed Boardall have proved to be a reliable partner, consistently providing an integrated cold storage and distribution service and able to respond swiftly to our needs, so ensuring supply to our customers.

“Having reviewed our logistics needs and looked at other suppliers, we felt that Reed Boardall was the right partner for us.”