

Date: 25 September 2019

Reed Boardall

Whitby Seafoods renews long-running logistics contract with Reed Boardall



The UK's leading scampi manufacturer Whitby Seafoods is building on its ten year relationship with logistics partner Reed Boardall with the company continuing to provide all primary UK cold storage and distribution needs for the North Yorkshire seafood specialist across its full frozen product range for the next two years.

Established in 1985, Whitby Seafoods is an independent family business, offering a range of breaded seafood products including fishcakes, fish goujons, calamari and best-known for its Whitby Scampi which is made with langoustine sourced from waters around the UK and Ireland. The company supplies wholesalers, food service outlets and retailers across the UK and Ireland from its base in Whitby. It employs over 350 people across the Whitby Seafoods Group at Whitby and its primary scampi processing site in Kilkeel, Northern Ireland, and produces around 9,000 tonnes of breaded seafood annually.

Reed Boardall began working with Whitby Seafoods in 2009 and will continue to collect frozen finished product, as well as raw materials, from the company's Whitby processing site and transport

it to the Reed Boardall cold storage facility in Boroughbridge, Yorkshire, before onward delivery of finished products to the distribution centres of retailers and food service operators across the UK.

Alan Thompson, purchasing and logistics manager for Whitby Seafoods, said: “Having worked together for so many years, there is great trust and mutual respect between the two companies. We know we can rely on Reed Boardall to be responsive and accommodating to changes from within the internal and external environments.

“Reed Boardall are great people to work with, they demonstrate the high quality standards that we expect of a storage and distribution partner, in-line with our own organisational values and beliefs. This gives me the confidence that the integrity of all of our products is maintained throughout the supply chain following dispatch from Whitby. We are delighted to have such a close, productive relationship with a fellow Yorkshire-based business.”

Stevland Town, business development manager for Reed Boardall, commented: “After more than ten years working with the team at Whitby Seafoods, we know their business inside out and have proved to be a reliable and responsive logistics partner. We are able to offer all the services they need from a single site and do everything we can to ensure maximum availability to their customers.

“It’s fantastic news that we will be continuing to build on our successful relationship and we look forward to continuing to provide the high standards of service they have come to expect.”

Whitby Seafoods’ demand planning manager Siobhan Robinson added: “As we are both family businesses, we share similar values with a focus on quality and customer care being central to both of our organisations. Having an effective integrated storage and distribution service is a critical part of our operation, enabling us to provide the service expected by our customers.”

Picture shows: Whitby Seafoods’ demand planning manager Siobhan Robinson and Alan Thompson, purchasing and logistics manager, with Stevland Town, business development manager for Reed

Boardall

