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Reed Boardall

Leading logistics provider to the food sector supports Deliciouslyorkshire



Boroughbridge-based Reed Boardall, one of the leading providers of cold storage and distribution services to food producers and retailers across the UK, is lending its support to Deliciouslyorkshire by becoming a patron of the organisation which is dedicated to making Yorkshire the food and drink capital of Britain.

With food and drink being the region's biggest sector, Deliciouslyorkshire represents hundreds of large and small businesses from talented artisan producers, farm shops, delis and cafes, to breweries, restaurants and hotels. The organisation, now in its 31st year, is committed to promoting, supporting and developing member businesses and has recently introduced a patron membership, enabling carefully selected companies in the region with links to the food and drink sector to support Deliciouslyorkshire which is completely self-funded.

Reed Boardall is the latest company to be chosen to join the initiative which recently welcomed its first patron, York-headquartered accountants Garbutt + Elliott which works with many food and drink clients.

Marcus Boardall, CEO of Reed Boardall, said: "The region has long been celebrated for its outstanding and innovative food and drink sector and Deliciouslyorkshire has done a fantastic job of amplifying this message across the UK and further afield.

“As a business which has partnered many of Yorkshire’s leading food producers and retailers for more than 25 years, we are proud to be supporting this valuable organisation which does so much to nurture our vibrant food and drink industry.”

Allison Kane, business development manager for Deliciouslyorkshire, added: “Yorkshire is renowned for the quality and provenance of its food and drink, and we are pleased to work with some of the best-known names in the sector. Our Deliciouslyorkshire Taste Awards have become the leading and most respected food and drinks Awards in the North of England, celebrating the region’s finest producers.

“Like Reed Boardall, we have a long heritage of serving the region’s food businesses and we really appreciate the support of both our members and now our patrons who are making it possible for us to leverage Yorkshire’s pre-eminence in the sector and help our fantastic food and drink businesses to grow and prosper.”

Reed Boardall is one of the largest temperature controlled food distribution businesses in the UK, storing and delivering frozen food from manufacturers across Britain, Europe and further afield to all the UK’s best-known supermarkets. Operating 24/7, its 170-strong fleet of vehicles moves an average of 12,000 pallets a day and it stores around £100m worth of products on behalf of its customers. It employs over 750 staff at its single site in Boroughbridge, Yorkshire.

Deliciouslyorkshire provides advice and networking opportunities for member businesses including PR, monthly newsletters, events, awards and training support.

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Picture shows: Marcus Boardall, CEO of Reed Boardall, with Allison Kane, business development manager for Deliciouslyorkshire