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Udder Stuff on ice at Oakland

A luxurious and unique brand of dairy based ice cream using full-milk will be the first to travel via Oakland International's newly launched frozen consolidation scheme platform.

Based in Worcestershire, Oakland International is a multi temperature supply chain specialist in the field of contract packing, storage and 3PL logistics who over the last decade has mainly focused on chilled and ambient product. However, following enquiries from the Chatsworth Estate based, The Cowhouse Dairy, needing to secure a cost effective route to market for their unique and creamy brand of Udder Stuff ice cream, Oakland has developed and launched a new frozen consolidation scheme service.

Commenting UK and European sales manager at Oakland International, Luci OConnor, said: "After being 'on hold' for the past couple of years whilst chilled and ambient took main focus, Oakland is delighted to launch this new frozen consolidation scheme service. Having met the Sutton family and Lucy the cow, we are delighted to be working with The Cowhouse Dairy."

Husband and wife team, Malcolm and Kate Sutton, together with their two sons, Richard and William, run The Cowhouse Dairy. Since 1898, Postern Lodge Farm has been the home of the Sutton family. Both Malcolm's father and grandfather were farmers with the business remaining a family affair. The farm's 130-strong Shottle Holstein herd produces the milk to create the family's wholesome and unique brand of Udder Stuff and the prestigious Chatsworth ice cream. Made from full-milk, cream, eggs, sugar and other natural ingredients, Udder Stuff ice cream has a distinctive, rich, creamy flavour that epitomises the natural qualities associated with the brand name.

Said Malcolm: "Working with Oakland has given The Cowhouse Dairy the opportunity to expand into major markets by providing a reliable consolidation service for our ice cream."

Selling at Tesco under the regional banner, flavours include vanilla, strawberry, chocolate and rum & raisin with more flavours coming on stream in the near future. A rapidly developing business, Oakland International is focusing on developing their Irish, UK and European operations throughout 2008, a year that is seeing businesses across the globe struggle due to the current economic climate. Developing in direct response to customer request, the company operates dedicated routing to Ireland and Europe weekly.

Said Luci: "Reducing Oakland's overall impact on the environment whilst providing customers with a personal commitment to customer service is our top priority. By offering a number of options such as a shared user pallet consolidation scheme, we save our customers money and we make it possible for many smaller producers and manufacturers to get their product onto the shelves of all major retailers, wholesalers and food service outlets such as Sainsburys, Asda, Tesco, Waitrose, Aldi, Kerry Foods and 3663."

"Oakland customers want more than the standard supply chain partner tends to provide," added Luci. "We expect customers to grow and have complex business models, many finding their ideal partner in Oakland. Working with high growth levels, we pass on a number of savings to our clients through improved economies of scale."

For details on how your company could benefit from a single source storage, picking, packing and distribution solution, visit Oakland's website or contact Luci direct on +44 (0) 1527 593 962 mobile: 07968 764246 or email: lucioconnor@oakland-international.com



Image details L to R: Kate and Malcolm Sutton with Luci's namesake Lucy the cow

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