

Issued: 16/07/2007

Oakland launch fruity break

It's good-bye smoking break and hello 'fruity break' for staff at Redditch based storage and distribution company, Oakland International, as company bosses encourage staff to tuck into juicy plums, luscious cherries, apples and yummy pears all delivered straight to Oakland's door thanks to an innovative local fruit box delivery scheme.

Oakland director, Mrs Sallie Attwell, said: "With the new smoking laws now in force, as a company we wanted to see what we could do to support our smoking and also our none smoking employees with an alternative healthy option. That's where the 'fruity break' came in and the Williams Farm Shop, a local producer and supplier of the fruit box delivery scheme."

Based within Sernal Ash Nurseries, Alcester Road, Studley, the Williams Farm Shop runs the fruit and vegetable box scheme offering a choice in product quantity and box price. Farm shop co-owner, John Williams, said: "We were delighted to be asked to supply the Oakland team with our fruit boxes. We also provide a range of local and seasonal produce, including award winning sausages, local cheeses, homemade pies and cakes, locally reared meats as well as our fresh fruit and vegetables which we hope their staff will try."

Oakland is accustomed to working with a variety of regional suppliers to get locally produced products through the supply chain. Said Sallie: "We wanted to change routines and work habits in a none invasive way. Working with Williams Farm Shop, will be great as our staff can try a locally produced 'fruity break' snack and at the same time support local and regional food suppliers."



Image details: Oakland sales accounts administrator, Sylvia Hughes, tucks into her 'fruity break'.

Editor's note: Experienced in all aspects of multi-temperature supply chain practice, Oakland International directors are first-rate media speakers.

Oakland is accredited to BRC Grade A standard, providing in-house Quality Assurance and 'Distressed Load Management' service to identify compromised loads.

For further information about the box delivery scheme, contact John Williams on 01527 850400 or email: Williamsfarmshop@aol.com

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