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Real deal for Oakland and Get Real Organic

Midlands based multi temperature supply chain specialist, Oakland International Limited, is not only working with Get Real Organics to get their product to market they are also helping lower the company's overall carbon footprint.

Historically, Get Real Organic supplied frozen product and after securing a large account for chilled product, they needed a specialist chilled distribution partner. Utilising Oakland's consolidation schemes, where a number of suppliers share the same retail pallet, Get Real Organic not only secured a route to market they also reduced costs and their distribution operation impact on the environment. Oakland MD, Dean Attwell, said: "Oakland is delighted to be Get Real Organics chosen distribution partner, providing a cost effective, efficient and environmentally friendly route to market."

"Reducing Oakland's impact on the environment whilst providing our personal commitment to customer service is top priority. Offering a number of options such as our shared user pallet consolidation scheme not only means we save our customers money, it means we make it possible for the smaller producers and manufacturers to get product on to the shelves of retailers and food service outlets such as Asda, Tesco, Waitrose and 3663."

Get Real Organics is a well known for providing innovative, healthy and mouth wateringly tasty food products. From their award winning bakery in Shropshire the company produces high quality organic 'meat free' meals and desserts that are low in fat, salt, GI and do not contain preservatives, additives, or any hydrogenated fat.

Oakland's Worcestershire depot supports Get Real Organics distribution operation of organic quiche range, nut roasts, healthy snack falafel and Ambledown roasts and pies. Dai Williams, operations director for Get Real Organic Foods, said: "One of the main issues for a small trading company in the chilled, short shelf life business is finding an efficient and cost effect route to market. Having identified Oakland as the right trading partner, success has allowed us to develop with Get Real Organic now servicing a number of food retail chains, with Oakland undertaking all our chilled business."

Said Dean: "Get Real Organics are a fantastic company to work with and a company who produce great products. "



Image details: Lynsey McIntosh, Oakland's stock control manager with the Get Real Organics, Ambledown Roast.

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