

'For Immediate release'



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## **Established distribution partner delivers on Irish promise to Irish and UK producers**

Following the launch of Oakland International's Irish multi temperature distribution hub earlier this year, business remains brisk at the Ashbourne depot, with interest in the operation continuing to grow.

With an increasing number of new contracts and growing interest from Irish producers wishing to capitalise on Oakland's broad retail distribution operation, the future looks bright for the company's Irish operation.

Oakland's joint MD, Dean Attwell, stated: "As globalisation and the current economic climate turns the industry's attention to increasingly focus on supply chain efficiencies, the opening of our Irish hub fits well into our overall operational streamlining of all functions to move the business forward, whilst we utilise innovative ways of enhancing customer relations, improve data quality, and introduce and increase the impact of technology within our expanding business portfolio.



"By bringing together two family businesses with complementary strengths and abilities, we provide value added services for local, national and primary logistics operations, efficiently and cost effectively for all concerned."

Experienced at working with most of the UK and Ireland's major retailers and suppliers, both in the wholesale and convenience markets, this includes Sainsbury's, Tesco, Waitrose, Asda, Morrisons, SPAR, Nisa-Today's, Lidl, Aldi, Iceland, Somerfield, Landmark, Co-op, Makro, Dunnes, Superquinn, Supervalu and Musgrave.

A 100% Irish operation, managed in partnership with Mark Caffrey of Brian Caffrey International Limited, an acknowledged Irish transport and logistics specialist, the company enjoys enhanced retail links and export distribution routes utilising Oakland's established business models that benefit both Irish and UK producers and retailers.

Commenting on the success of his Irish team, Mark Caffrey, joint MD added: "We have vast experience in this sector which gives our customers, new and existing, confidence in our ability to deliver, not just the first time but every time they use our services.

"We are delighted with the interest shown in our Co. Meath operation, and as we approach the beginning of 2010 we anticipate this trend will continue creating additional opportunities and enhanced market penetration beneficial to our clients both here in Ireland and the UK."

Dean added: "Opportunity is immense for any Irish producer wishing to supply the Irish market and export to the UK, and for UK and continental producers wanting to supply the retailer market within Ireland, Oakland's high service levels, flexible approach and

customer focused reactive stance to customer demand, delivers enhanced sale opportunities for all.”

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Image: Oakland’s joint MD, Dean Attwell

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