

**'For Immediate release'**

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## **Giovanni Rana selects Oakland International for Irish distribution network**

Southern Ireland operator Oakland International has been chosen by leading European fresh pasta producer, Giovanni Rana, to support distribution of their fresh pasta products to a major Irish retailer, with Oakland International managing all aspects of transportation, storage, product and case labelling, prior to onward distribution throughout Southern Ireland.

A new relationship, the two companies entered discussions in September 2009, with Oakland delivering a tailored distribution route for Giovanni Rana to supply unfilled and filled pasta and lasagne products via the retailer's store distribution network.



Oakland Ireland General Manager, Richard Hill, stated; "Having created a bespoke transportation, storage and distribution solution to fit Giovanni Rana's requirements, we now manage the transportation of fresh pasta products from their production sites in Verona Italy and Nivelles in Belgium, storing, picking and undertaking product flash stickering and case label changes, before transporting direct to the retailer's distribution facility."

Giovanni Rana's product lines will see Oakland handle in excess of 60,000 cases of Giovanni Rana product in their first year, with weekly growth already being achieved. Close contact between the two firms also ensures accuracy, flexibility and reactivity to events and expanding contract need at the highest levels.

Frank O'Hara, Giovanni Rana UK MD comments: "Oakland give us the flexibility we need to manage our logistics from Italy and Belgium into Ireland efficiently while at the same time responding effectively to our customer needs."

Oakland's 30,000 sq ft Ashbourne site accommodates ambient and chilled product, steadily building its reputation as a firm that delivers a highly reactive, flexible and customer focused service offer. Oakland continues to deliver significant opportunities within the Irish retail market that is service driven, at a lower cost, but a more reactive and flexible supply chain solution which appeals to Irish and UK exporters previously put off by the high entry cost and the perceived difficulties in order management processes associated with the Irish retail marketplace.

Richard Hill added: "With Oakland International controlling stock replenishment on a weekly basis, as a new supplier to the Irish market Giovanni Rana with the help of Oakland International is succeeding in penetrating the Southern Irish market, already establishing its brand with Irish consumers."

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Image: Oakland International Ireland's General Manager Richard Hill.

**Editors Notes:**

A family owned operation, Oakland International was established in the UK in 1998, launching Oakland Distribution and expanding in to Ireland in 2009 with the opening of Oakland International Ireland. Significant to Oakland's operation is the firm's offer of assistance for Irish producers who want to deal with UK retailers with whom Oakland is already a respected supply chain partner.

A specialist in third party supply chain warehousing and logistics, the firm conducts chilled distribution schemes for Irish, UK and European mainline retailers, servicing many on a daily basis. Supply chain functions encompass warehousing, picking and distribution for ambient, chilled and frozen products, with Oakland acknowledged as operating a highly successful and unique distressed load management service within its industry sector.

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