

'For Immediate release'

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Midlands firm selected as finalists at this years prestigious IGD Awards

Oakland International, a Redditch-based multi temperature supply chain specialist in warehousing and logistics, has been selected as finalists for the Ian MacLaurin Award for Supply Chain Excellence at this year's prestigious IGD Food Industry Awards to be held in London in October for their work in developing The Dairy Trader supply chain scheme.



Selected as finalists for the IGD Supply Chain Excellence Award along with industry heavyweights Asda Stores and Boots UK, the awards recognise achievement in a wide range of areas including sustainability, health and wellness and supply chain excellence.

A joint venture combining Oakland International's supply chain experience with the purchasing knowledge of The Dairy Trader, an expert in the sourcing of Dairy products, Strategic Development Manager for Oakland International, Pete Vaughan, stated: "Being shortlisted for this year's IGD awards and being recognised for our work in developing The Dairy Trader Scheme, a new customer service where no other independent provider has succeeded on a sustained basis, is fantastic news for the whole team and positive endorsement of the unique service offered to our customers."

Since launch, The Dairy Trader Scheme has developed a base level of regular customers, continuing to add further business with manufacturing customers which has supplemented the product range. Scheme customers can access products at an affordable price without minimum order stipulations on products, a service not offered by any other independent provider. The Dairy Trader's high degree of industry knowledge and expertise, and their exact understanding of the requirements of independent wholesalers, cash and carries and food manufacturing, has allowed Oakland to unlock new opportunities and open doors in a highly receptive market place.

Operating throughout the UK, Oakland and The Dairy Trader Scheme is set to continue developing, with new customers being won on a regular basis the firm anticipates volume worth to be in excess of £2m per year by mid-2011.

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Image details L to R – Director of The Dairy Trader Rob Cross, with Oakland International's Wholesale Account Manager Lisa Lloyd-Smith and Strategic Development Manager Pete Vaughan, and Oakland International's MD Dean Attwell.

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