

'For Immediate release'

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## UK and Irish teams celebrate Oakland Ireland's 1<sup>st</sup> anniversary

Multi temperature supply chain specialist in warehousing and logistics, Oakland International, celebrated the first anniversary of its Ireland operation on Thursday 27th May 2010, with UK and Ireland staff joining in a celebration of a sumptuous Irish Day Breakfast Buffet and cake celebration, with all monies raised from the event donated to Our Lady's Children's Hospital in Crumlin, Ireland.

For the cost of a €1 and £1 staff, drivers and Oakland customers enjoyed a selection of breakfast treats including croissants and jam, a selection of fresh fruit and fruit juices as well as a large slice of celebration cake, with every breakfast token bought then entered into a raffle with the first prize of a bottle of well-known Irish cream liqueur won by Oakland Database Administrator Angela Garbett, second prize of four pints of the black stuff known as Irish 'plain' won by Hygiene Operative Brian Hughes and the third prize of a box of Irish cream liqueurs won by Purchase Accounts Controller Tina Richards.



Said breakfast winner Angela: "Oh wow did I win? I thought it was fantastic and what a way of bringing both the UK and Ireland teams together."



Oakland International's MD, Dean Attwell, commented: "It's been a good first year for Oakland International Ireland, with an increase in staff as well as service offer. Taking the opportunity to celebrate and thank everyone for all that they've done to help us achieve these results is a pleasure, as we couldn't have done it without you. We have been working hard at building close working relationships with retailers across Ireland who have bought in to the opportunities of extending range, availability and reducing cost by having stock, order

consolidation and picking managed through one location where they can also use their own trucks to collect, thus shortening the supply chain. We already have extremely close working relationships with most of the UK retail sector so any Irish producer can tap into these whilst still dealing with a local Irish company as their supply chain partner."

Oakland Ireland General Manager, Richard Hill commented: "Oakland International's expanding business portfolio continues to deliver significant opportunities within both the UK and Irish retail market; service driven, lower cost, with an enhanced reactive and flexible supply chain solution that appeals to Irish and UK exporters who have previously been put off by the high entry cost and perceived difficulties in order management processes associated

with the Irish retail marketplace. Today has been fantastic for celebrating an exciting first year as we now turn our attention to an opportunity filled year ahead.”

Core to the firm’s offer is assistance for Irish producers who want to deal with UK retailers and with whom Oakland International is already a respected supply chain partner. Following their successful launch in to Ireland, Oakland has continued to attract interest with producers and suppliers seeking to capitalise on the firm’s extensive retail distribution operations and extended supply chain services across Europe. The business continues to enjoy unrivalled lead times whilst delivering significant cost advantages for producers wishing to deal with both UK and Irish retailers direct.

Dean Attwell added: “As we begin our second year on a commercial high, we are ready and eager to move ever forward, perpetually investing in new resources and systems to keep us ahead as we continue to expand our team to meet our growing demand. It’s going to be a very busy year ahead for all of us.”

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Image details L to R:

Oakland’s Quality Assurance Manager Louise Smith celebrates with Andy Sharman, Logistics Operations for Kraft Foods UK Branch.

Breakfast winners: Oakland Database Administrator Angela Garbett, runner up Hygiene Operative Brian Hughes and third prize winner Purchase Accounts Controller Tina Richards.

#### **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 a 100% Irish operation.

The 30,000 sq ft Ashbourne site in Co. Meath Ireland accommodates ambient, chilled and frozen product, an operation which has steadily built its reputation over the last twelve months as a firm that delivers a highly reactive, flexible and customer focused service offer.

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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