

### Client: CSM

CSM, formerly known as Bakemark, is a global supplier of bakery products and employs more than 9,700 people around the world. It operates three sites in the UK; on the Wirral, in Trafford Park and in Bradford, and supplies finished products to most of the UK's major multiples and catering organisations.

### Working with Yearsley Logistics:

We have in the past worked closely with CSM, having won the contract for their business with Tesco in Ireland and the Cookie Man business at our Coleshill depot in the Midlands. This allowed us to demonstrate our service and expertise and opened the door to bringing on board their entire storage operation when they took the operation out to tender.

After a competitive bid, we won the status of preferred supplier for CSM's storage and distribution on more than 300 finished frozen products, including cookies, muffins, brownies and doughnuts. This was due to our innovative solution, a cost effective supply chain and our supplier status for all their main customers, including most of the UK's major retailers.

### Solution:

The 10,000 pallet contract sees us collect products from CSM's Wirral factory and store at our stock consolidation centre at Heywood. Stock is then distributed out to retailers and food service outlets nationwide via our extensive network of cold stores and fleet of 300 vehicles, 24 hours a day, 7 days a week in reaction to short lead times and large quantity demands.

### Yearsley Logistics says:

"As with all customers, we have assigned a dedicated customer service team and developed a bespoke collection and delivery program that fits in with both CSM and its customer needs. This ensures the highest levels of customer service, accessible 7 days a week."

### What CSM says:

"As the world's largest bakery products supplier, our logistics partner plays an enormously important role in our operations, so it is critical for us to find the right team. Yearsley Logistics are a proven quality service provider, whom satisfy all our frozen storage requirements."

*Danny Martin, European Planning & Logistics Manager, CSM*



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