

### Client: Greggs Bakery

Opening their first bakery shop in 1951 in Gosforth, Newcastle upon Tyne, Greggs the bakers has seen continued growth throughout the decades. Now with over 1670 shops nationwide, the key to their success lies in their quality of product, their value proposition and their market status as the home of fresh baking.

### Working with Yearsley Logistics

Our relationship with Greggs began back in 2006 with both ambient & frozen storage, as well as distribution operations. In 2011, Greggs started to supply a range of their branded savouries into the retail market via an exclusive deal with Iceland. We were perfectly positioned to be Greggs' chosen Logistics Partner due to our geographical proximity to their production site & our strong, established retail links with Iceland. Since then volumes into the retailer have grown and in early 2012, due to space restrictions, Greggs needed a cost effective offsite packing facility to keep up with demand for their branded stock selling through Iceland.

### Solution:

We developed a bespoke 212 square metre packing area within the loading bay of our Seaham depot and Greggs installed 3 packing lines, with scope for future expansion. This element of the operation is fully staffed by Greggs' operatives across 3 shifts, 24 hours a day, Monday to

Saturday and perfectly complements the established storage and distribution elements.

### Outcome:

This tailor-made enhancement enables Greggs to maximise usage of their own facilities and provides a reactive capability to potential increases in demand from Iceland. It should also help to speed up the efficiency of the supply chain; enabling lead times into stores to be cut by potentially up to 2 days. By packing and storing from one place, Greggs' green credentials will also be improved through reducing food miles and consequent carbon emissions.

### Yearsley Logistics says:

"In this situation, we were able to identify, review and create a solution specifically for Greggs, which has strengthened our relationship both now and for the future. With Greggs exclusive wholesale business going from strength to strength, we are looking forward to building on this success."

### What Greggs say:

"As we established and quickly developed our wholesale supply to Iceland Frozen Foods, we needed to find the optimum packing production capability. Given the competitive nature of the industry, we were happy that Yearsley Logistics came up with a successful and competitive solution and we are delighted with the service they provide".



### Yearsley Logistics

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