

Client: Young's Seafood

Young's is the UK's leading frozen fish brand, employing more than 1,700 people at its Grimsby headquarters. Combining more than 200 years of experience in fish sourcing skills with technical ability, Young's takes an award-winning approach to sustainable fishing.

Working with Yearsley Logistics

Young's is one of the largest retail accounts within our customer portfolio. Yearsley Logistics currently stores and distributes some 250 finished product lines for Young's, including 'Admiral's Pie' – long established as Britain's favourite frozen ready meal.

When the account came up for renewal, we were delighted to retain the client for another 5 years, in the face of strong competition from the other providers in logistics. Retaining a client of this size involves each and every department within the Yearsley Logistics providing 'best in class' service over the lifetime of the account, combined with a cost-effective tariff structure.

Yearsley Logistics says:

Our service provision to Young's spans the full supply chain; from the initial receipt of raw materials from their suppliers to shuttling raw materials into their Grimsby factories; to the collection of finished goods from

Grimsby, storage and subsequent delivery to all of the major retail chains, nationwide.

The scale and flexibility of the Yearsley Logistics operation, coupled with an ethos of working 'with' rather than 'for' our clients, means that we are able to support Young's effectively and proactively throughout their heaviest sales periods.

What Young's say:

"Since the renewal of the contract in May 2010 Yearsley Logistics has worked collaboratively with Young's and has progressively made sustainable improvements to many of the day-to-day processes, creating a solid platform to provide consistently high levels of customer service.

"The approach that Yearsley Logistics takes to manage our account is encouraging and reflects their appreciation of how the future renewal of the contract will be based upon our provider having an integral understanding of how Young's operates, to ensure that they can respond to the demands of the major retailers. The days of simply providing storage and delivery solutions are gone. 3PL providers must strive to engage with their customers at all levels to ensure that they stay one step ahead of the retailers' next demand."

Scott Barker, Distribution Manager, Young's Seafood



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