

Speedibake is one of
the leading producers
of own-brand bakery products for the
UK retail and food service sector.



With a range of over 200 products and turnover of around £70m, Speedibake employs 600 people at two bakeries in Yorkshire and specialises in US style muffins, traditional ball doughnuts, French style baguettes, garlic bread and speciality breads.



The nature of our business means that we require flexibility on a grand scale. The ability to plug into Norbert Dentressangle's shared network provides this flexibility and means that we only pay for what we use. At the same time, Norbert Dentressangle provide us with the stability of a large, well managed organisation and a highly personal service, all of which means that their solution represented the best of all worlds for Speedibake.

Mick Schofield

*Supply Chain Manager,
Speedibake*





THE CHALLENGE

- Prior to Norbert Dentressangle’s appointment, Speedibake’s storage and distribution were outsourced to two separate third-party providers.
- Speedibake were looking for significant cost and service benefits from a new logistics provider.

OUR SOLUTION

- Through its comprehensive temperature controlled shared user network, Norbert Dentressangle Logistics UK distributes frozen products direct from Speedibake’s two production facilities into major multiple retailers’ distribution networks.
- Norbert Dentressangle is deploying a unique combination of specialist expertise, resources and technology to deliver tangible cost and service benefits.
- As a leader in the provision of temperature controlled storage and distribution services to major food manufacturers and retailers, Norbert Dentressangle provides integrated, best in class solutions with inbuilt flexibility and economies of scale. These are tailored to suit the customer, including stock profiling and management.

THE BENEFITS

- For Speedibake, Norbert Dentressangle’s ability to cost-effectively accommodate extreme fluctuations in demand at short notice is a significant advantage.
- Improvements in the allocation of stock have already delivered a 24 hour process time improvement, supporting a faster, more responsive service to customers, whilst better stock profiling and management has led to significantly reduced storage costs.



www.norbert-dentressangle.co.uk



Bringing people closer to their dreams