Date: 7 September 2015

Reed Boardall

Young’s Seafoods strengthens its relationship with Reed Boardall

Young’s Seafood Limited has appointed Reed Boardall to be its partner in the collection, storage and delivery of its foodservice business.

This piece of frozen work has come off the back of a very successful chilled operation which has been running for several years and the assistance provided to another Young’s site, Pinneys of Scotland, which had a short notice requirement for third party storage during the summer for which Reed Boardall provided a very effective service.

Chris Law, logistics manager for Young’s Seafood Limited, says, “This partnership has been slowly developing and Reed Boardall has stepped up every time we have asked them to. We are impressed by their ability to respond and are confident that they will take good care of our foodservice customers and deliver the expected performance this area demands.”

Howard Gill, managing director for Reed Boardall’s transport division, says, “We are absolutely delighted to have secured this piece of business which further strengthens our beliefs in our single site model enabling us to deliver the service and the agility required in Young’s Seafood Limited’s supply chain.”

Reed Boardall is one of the largest temperature controlled food distribution businesses in the UK, storing and delivering frozen food from manufacturers across Britain, Europe and further afield to all the UK’s best-known supermarkets. Operating 24/7, its 180-strong fleet of vehicles delivers an average of 12,000 pallets a day and it stores around £100m worth of products on behalf of its customers. It is based at a single site in Boroughbridge, Yorkshire, which is the largest of its kind in Europe.