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## **BIBBY DISTRIBUTION ROLLS OUT NEW DEPOT FOR ROBERTS BAKERY**

Bibby Distribution's deal with Roberts Bakery has risen to a new phase of growth after a successful trial period for the 3PL.

With Bibby Distribution already handling the distribution for Britain's fastest-growing bread brand across Yorkshire and Lincolnshire from its depot in Scunthorpe, now customers in Northamptonshire will benefit from the contract's expansion to incorporate distribution and warehousing from Corby.

More than 20,000 baked goods will be delivered into the Northamptonshire depot every week, before being distributed to more than 100 customers in Leicester, Coventry and along the M1 corridor. Plans also exist for adding an additional route serving a further 28 customers to be introduced in the near future.

Frank Roberts and Sons Ltd Logistics Director Mark Owen says: "The feedback from our customers has been fantastic – thanks to Bibby Distribution's speed and efficiency, stores are receiving the freshest possible pre-packaged bread. As a result, Bibby Distribution was the clear and obvious choice to support our ambitious growth plans in other regions."

Roberts Bakery is the only bread brand in the UK currently investing in third-party distribution, augmenting its current capabilities out of Northwich. By using Bibby Distribution's long-standing expertise and flexible approach to logistics, Roberts Bakery aims to expand its existing 11 per cent share of the market by value<sup>1</sup> in Central England.

The distribution model at Scunthorpe has already reaped major benefits for Roberts Bakery, with Bibby Distribution having eliminated around 450 food miles a day, saving on fuel costs, improving delivery turnaround time and reducing carbon emissions.

Goods are carried on articulated trucks and trailers, plus a number of 7.5-tonne rigid for urban deliveries. With efficient picking and driving, plus a supply chain that

can be measured and monitored every step of the way, Bibby Distribution plays a critical role in ensuring Roberts Bakery keeps its promise of providing the freshest possible bread to customers.

Frank Roberts and Sons Ltd was founded in Northwich, Cheshire, in 1887 and now produces 3.5 million loaves and rolls a week from its sites in Northwich and Ilkeston, Derbyshire. The firm supplies bread, rolls, treats and speciality loaves to major supermarkets and convenience stores.

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**Notes to editors:**

112 w/e value share (data up to 05.12.15). Source: Nielsen.

About Bibby Distribution

As one of the top ten logistics providers in the UK, Bibby Distribution exists to enable other companies to drive value from their supply chain activities. The company specialises in providing contract logistics, warehousing, distribution, systems integration and added value services to a wide range of customers.

Bibby Distribution operates from 90 locations across the UK, employs 2,500 people and manages 2million ft<sup>2</sup> of warehousing space.

The majority of Bibby Distribution's business is based on long-term partnerships. Its diverse capability also means it can share best practice across the various industry sectors it operates in, from Automotive to FMCG.

Bibby Distribution is part of Bibby Line Group (BLG), a diverse and forward-looking family business with over 200 years' experience of providing personal, responsive and flexible customer solutions. BLG is a £1.7bn business, operating in more than 20 countries, employing 6,500 people in industries including retail, offshore, finance, distribution, shipping, marine based businesses, plant hire and woodland burials.

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[www.bibbydist.co.uk](http://www.bibbydist.co.uk)

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