

Tradeteam wins drinks supply chain contract with Whitbread

Tradeteam has won a six year contract to provide supply chain services to Whitbread, the UK's largest hotel and restaurant group.

The new deal will see the leading drinks logistics company provide a full range of services for Whitbread's 584 hotels and restaurants, operating under the Premier Inn, Beefeater, Brewers Fayre, Table Table and Taybarns brands.

The agreement includes the provision of stock ownership, forecasting and replenishment services, order taking, warehousing, distribution, and customer services, and commences from March 2011.

Brodie McMillan, Whitbread's Logistics Director, said: "We have appointed Tradeteam on the basis of a rigorous and successful competitive tender process. We were impressed by the flexibility and comprehensiveness of Tradeteam's offering along with its long-standing reputation in the industry.

"We are looking forward to experiencing the benefits of Tradeteam's flexible network and resources across the UK."

Tradeteam Account Director Keith McCray said: "Whitbread is another leading brand and outstanding industry success that we are delighted to be able to add to our portfolio.

"Whitbread was attracted by our commitment to customer service and the scope of our services. We are looking forward to working with them."

Gavin Murdoch MD at Tradeteam said: "This contract represents a huge vote of confidence in Tradeteam from a major player in the hospitality sector and reflects on our long-term commitment to growing our business in partnership with some of the industry's leading lights."

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