

## Relishing new contract win

# HENDERSON'S RELISH



### Background

Henry Henderson blended the first batch of his famous Relish in 1885. 130 years later Henderson's is still a family business, still blending in Sheffield to Henry's original recipe – a secret known only to three family members. The blend of tamarinds, cayenne peppers, vinegar, garlic and cloves has inspired painters and poets, songwriters and film makers with the relish having a legion of famous fans, who spread the word all over the world.

Today, Henderson's Relish, named a Great Icon of Yorkshire by the Dalesman magazine, is one of Yorkshire's most recognisable food brands.

### The brief

Henderson's Relish was looking to appoint a haulier to handle deliveries to supermarkets and pub chains across Manchester, Skegness, York and Birmingham. The delivery requirements of these major chains are demanding with timed deliveries becoming more prevalent so the main logistics provider needed to have the capabilities to respond to these requests.

### Our solution

Hastings Freight in Chesterfield was announced as the main logistics provider for Henderson's Relish following a competitive tender process. The company is responsible for timed next-day deliveries of the product to Asda, Co-op, Morrisons, Sainsbury's and Wetherspoons.

Patrick Byrne, General Manager at Henderson's Relish, said: "Hastings Freight put together a financially competitive logistics package. This, combined with the fact that Hastings Freight is part of Palletways, which is famed for its industry-leading IT developments allows us track our pallets right through to delivery, made their appointment an easy one."

Alan Hastings, Managing Director at Hastings Freight, added: "It's satisfying to be appointed as a result of our costing model however this won't compromise our excellent customer service record which we've worked so hard to develop over the years.

"What also impressed was our ability to provide the level of flexibility Henderson's require. Our vehicles are equipped with GPS which means once we receive a collection request from them, our drivers can be on their doorstep within just a few minutes.

"This is a great coming together of two local businesses and we couldn't be happier to partner with Henderson's Relish which has an iconic status across Yorkshire."

for more information

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