

ITSU [GROCERY] & RHENUS



RHENUS CORBY

**RHENUS DELIVERS
TAILORED LOGISTICS
FOR ITSU [GROCERY]**

DELIVERING STORAGE AND DISTRIBUTION SOLUTIONS WITH AMBITIOUS GROWTH

ITSU [GROCERY] CELEBRATE 7 YEAR PARTNERSHIP WITH EXPERT WAREHOUSING AND TRANSPORT COMPANY RHENUS CORBY

Asian-inspired favourites from popular restaurant chain itsu are now available at major retailers nationwide, thanks to the success of itsu [grocery]. With business growing over 50 percent year on year, navigating challenges with Brexit and COVID-19 has been key. Its partnership with Rhenus Logistics UK, which handles all ambient storage and distribution requirements, has never been more vital to the company's performance.

Seven years ago, with a rapidly growing retail business to establish, itsu [grocery] was looking for a storage and distribution provider that could not only deliver against performance objectives but be a true partner to the business. The team at itsu [grocery] knew that to meet its ambitious growth targets, they would need to work with a partner who understood the intricacies of their operation. Not only that, but find a partner that could consult with the business to make recommendations at each stage of its logistics operation to improve processes, overcome operational challenges and increase efficiencies. itsu [grocery] therefore selected Rhenus to manage its storage, handling and distribution operations. The logistics specialist provides warehousing, pick and pack services and delivers to retailers through its network (both within the UK and internationally).



CASES OF ITSU STOCK HANDLED

3,400,000

ORDERS SENT TO RETAILERS

2,500

RETAILERS

30

COUNTRIES

6

“THERE'S NO DOUBT THAT RHENUS HAS PLAYED AN IMPORTANT ROLE IN OUR SUCCESS, AS OUR DEDICATED AMBIENT SUPPLY CHAIN PARTNER.”

Sam Howell — Supply Chain Director, itsu [grocery]

THE CHALLENGE FOR ITSU [GROCERY]

Business was booming for itsu [grocery] when COVID-19 hit. The grocery specialist had 84 product lines stocked across over 25 retailers. However, the impact of the pandemic was felt significantly across the globe and all businesses were thrown into an unprecedented situation, both economically and socially. Coupled with this, the UK was dealing with the impact of Brexit, with manufacturers and the logistics sector two of the hardest hit.

The partnership approach between Rhenus and itsu [grocery] had never been more critical than during this period. Indeed, when faced with staff shortages, transport delays and widespread uncertainty, the Rhenus team reacted quickly and suggested changes that would work for the itsu business.

Importantly, the business was also able to support those in need during the pandemic, by donating stock to the incredible NHS staff across multiple hospitals, with packing and delivery coordinated by Rhenus.



“The words communication and partnership are used a lot in business today, but the reality of what this means can be hugely varied. Our working relationship with the team at itsu [grocery] is a true example of partnership, with us operating as a real extension to their team. It reaps benefits by being able to overcome potential challenges and realise continuous improvement. I’m excited to see where our partnership takes us as itsu [grocery] continues to innovate and expand.”

Sally Wood – Commercial Manager, Rhenus UK

THE SOLUTION & A NEW DIRECTION

Through close collaboration with Rhenus during this uncertain and unstable period, itsu [grocery] was able to keep its business moving and thriving, including supporting with new product launches. In 2020, sales were in excess of GBP 20 million for the grocery brand – a 59 percent increase on 2019.

Today, itsu [grocery] operates across Europe and Rhenus has been able to leverage its EU network to provide an efficient and reliable option for transportation across the continent. Expanding its operations across Europe has meant dealing with revised customs requirements as a result of Brexit. Rhenus has been able to deploy its dedicated customs team to manage itsu [grocery]'s export and import paperwork and ensure full compliance with regulations, avoiding critical delays to the business's supply chain.

itsu [grocery] are constantly looking for ways to improve sustainability and reduce their environmental impact. One way this has been achieved is reducing miles travelled through consolidation and utilising the strong position Rhenus is in with leading retailers. The logistics provider is working towards 'primary supplier' status, a way of consolidating deliveries across brands, to reduce the number of trips to each supermarket.

Today, Rhenus handles more than 3.4 million cases of itsu stock at its warehouse in Corby and transports over 2,500 orders to over 30 retailers in six countries each year.



A PARTNERSHIP FOR THE FUTURE

“ Since our partnership with Rhenus began, itsu [grocery] has grown by more than 400 percent, expanded into Europe, navigated Brexit and operated in the throes of a global pandemic – and we're in a stronger position than ever! There's no doubt that Rhenus has played an important role in this success, as our dedicated ambient supply chain partner. I believe first and foremost that this is because we operate on a partnership basis, while underpinning all aspects of our logistics operation is honest and open communication. This allows for effective problem solving and continuous improvement.

This partnership has been more evident during recent months as we've faced COVID-19 and Brexit. The whole retail industry has felt the challenges of transport delays, enhanced customs requirements, staff shortages and fluctuations in costs caused by the economic uncertainty. But, the Rhenus team has worked hard to overcome these challenges and maintain a consistent operation throughout. In particular, it has been crucial to us to have direct lines of communication to the team in the warehouse, so any issue, however minor, can be discussed as and when needed.

Sam Howell – Supply Chain Director, itsu [grocery]



THE RHENUS GROUP IS A LEADING LOGISTICS SERVICE PROVIDER WITH GLOBAL BUSINESS OPERATIONS AND AN ANNUAL TURNOVER OF EUR 5.4 BILLION.




Rhenus has business sites at 820 locations worldwide and employs 33,500 people. The Rhenus Group provides solutions for a wide variety of different sectors along the complete supply chain; they include multimodal transport operations, warehousing, customs clearance as well as innovative value-added services.



**MORE THAN 820
LOCATIONS WORLDWIDE**

**WIDESPREAD PRESENCE IN EUROPE,
ASIA-PACIFIC AND AMERICAS**

**LONG-TERM
OVERSEAS-PARTNERS**

 RHENUS GROUP
 PARTNER AND AGENTS
 NO PARTNER AND AGENTS



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