

## PALLETLINE - BREWING UP THE FRESHEST DELIVERY SOLUTIONS

### Customer: Woodforde's Brewery

Located in the village of Woodbastwick in Norfolk, Woodforde's Brewery is a byword for consistency and excellence amongst brewers of cask conditioned ales and their customers around the country. The brewery produced its first commercial brew in 1981, and in 1996 its popular Wherry Bitter became CAMRA Supreme Champion Beer of Britain – the ultimate prize in the brewing world.

### The Requirement:

Woodforde's Brewery is today one of the largest and most respected of the wave of new cask ale brewers satisfying a growing requirement for individually created and produced real ales. Serving customers ranging from High Street stores to individual pubs and pub groups, the brewery needed a national distribution solution with guaranteed next day deliveries to sustain this fresh, live and individual product.

### Palletline – an efficient, 'green' service

Palletline Member Company Anglia Freight has been working successfully with Woodforde's Brewery for almost 10 years. Delivering throughout Norfolk and further afield, Anglia Freight and Palletline provide a fast and efficient service, distributing both bottled and cask ales whilst collecting and returning to Woodforde's the empty casks as part of a specially designed 'round robin' service.

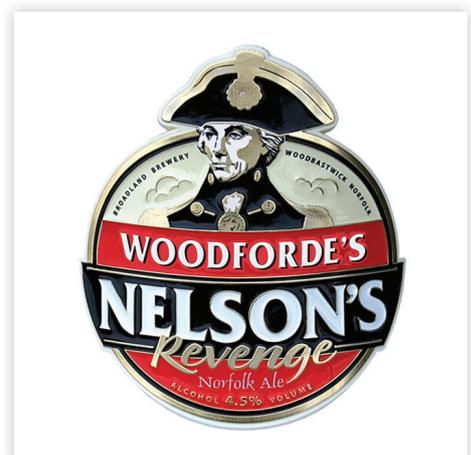
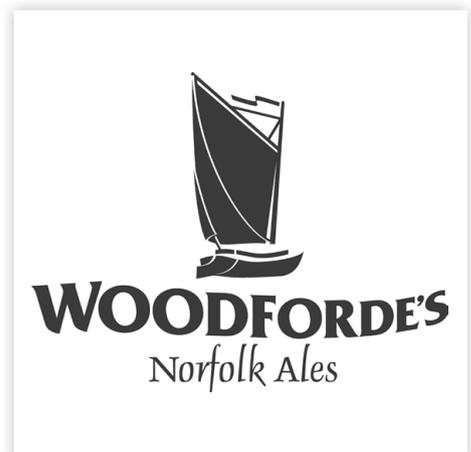
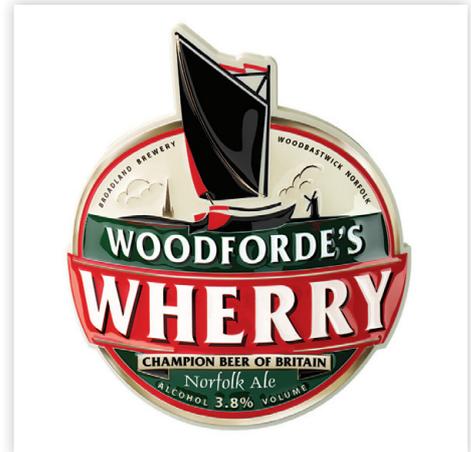
"It all works smoothly and effectively – we rely on Anglia Freight and Palletline for over 60% of our total distribution requirement," stated Dennis Nudd, Managing Director for Woodforde's Brewery. "The return leg delivery of empty casks also makes life easier for our wholesalers, who may be guesting our beers anywhere in the country. It matches our requirement to achieve a more energy efficient solution in line with our commitment to conserving natural resources."

### From traditional ales to tomorrow's technology

It may well be a 'green' solution, but that approach is further enhanced by Palletline's advanced technology which plays an important role in both customer service and product security. "Online booking enables Woodforde's to enter jobs directly into the system, whilst PODs are scanned to the web which saves both time and money for everyone," stated Geoff Moulton for Anglia Freight.

Efficient and affordable distribution solutions are now enabling Woodforde's Brewery to ensure their customers continue to enjoy lovingly created real ale recipes supplied to an outlet near them!

### Palletline – the real ale enthusiasts!



For more information please visit [www.woodfordes.co.uk](http://www.woodfordes.co.uk)