



# British Corner Shop

CASE STUDY



British Corner Shop approached WTA UK for assistance with their shipments to the USA, Europe and beyond, WTA UK were thrilled to welcome them on board. Food logistics is one of many specialisations that WTA Group work within and we felt we were able to offer a bespoke and customised service and at a competitive price.



### **About the Client**

British Corner Shop is an online supermarket for British food lovers and expats worldwide.

**“British Food, Delivered Worldwide”**

Offering over 12,000 products from UK brands, British Corner Shop is now the largest in its market sector. Last year alone saw them export four million products to individuals in more than 140 countries.

Not only is British Corner Shop a B2C business, they all have a large B2B division and this is where British Corner Shop and the WTA Group partnership lies.



## The Challenge

In conjunction with British Corner Shop (BCS) delivering products to hundreds of locations around the world, one of the key areas of focus was to deliver them visibility and to ensure that all of their shipments were as efficient as possible. As a collective we worked together to address the US market and the customs issues that BCS were facing. US Customs is very complex, especially when it comes to importing food products and their customers were having to navigate these tricky waters.



## How we helped

Working closely with the BCS we established them as a foreign importer to the USA. This essentially meant that WTA UK shipped the food items to the USA (whether ambient or chilled) under DDP\* terms, meaning the headache of customs clearance within the USA is removed. It also meant that WTA UK are now able to advise BCS on all costs, including estimated import duty and taxes, up front. This is usually done before the shipment leaves the U.K. WTA USA Inc have power of attorney and were quickly able to set them up with a continuous customs bond in the USA, which is valid for 12 months – this offers a cost saving to British Corner Shop (as they pay one lump sum rather than a “pay as they go” option which is more expensive overall). WTA USA Inc also handle FDA clearance, as they do with all our food imports.

**“Genuinely though, the help you have offered has been immense. It’s good to deal with someone who values service so highly.”**



### **How did we do it**

After initially meeting the team at a trade show and then again at Fancy Foods in New York our expert teams in both the UK and USA worked together to provide a seamless service for the client. Utilising the team's expert knowledge in all areas of the supply chain, we were able to take away the stress of the entire process.

WTA UK were able to set BCS up as a foreign importer in the USA. This is a huge benefit as they can ship DDP and take the headache out of customs for their customer. BCS are now able to offer this as a benefit to their new customers.



### **How does this help you?**

At WTA UK, you can enjoy a bespoke service like no other. 100% tailor-made to your specific business needs, our experts apply their extensive knowledge to get your goods to their final destination on time, securely and in accordance with your budget. Regardless of your size, WTA has the right team to ensure success in your shipments.

\*Delivery Duty Paid. Essentially the exporter has full responsibility for the shipment and pays all the costs associated with the shipment.



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