


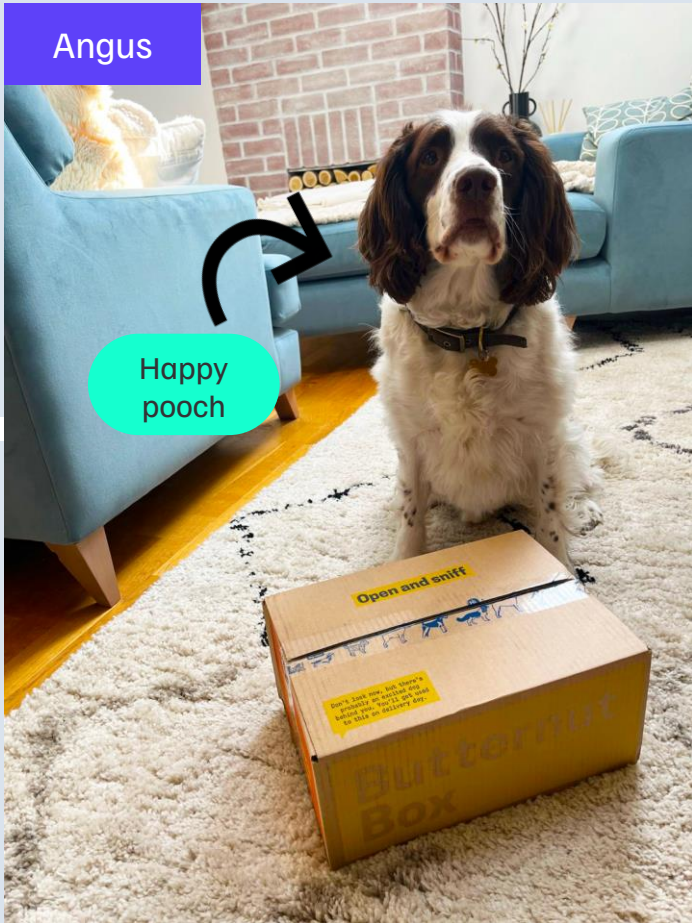
# A tail of success in pet food logistics

How our expertise enables  
growth for Butternut Box.

Excellent 

Rated 4.7 out of 5 on  Trustpilot

Logistics doesn't have to be a maze.



Angus

Happy  
pooch



Maguire

Another  
happy pooch



## Who are Butternut Box?

Butternut Box are disrupting the pet food industry with a fresh take on dog food.

Doing away with traditional recipes, they are gently cooking human-grade ingredients with a perfect balance of nutrients and vitamins for dogs of every age.

The finished recipes are delivered straight to the door of subscribers in perfect daily portions, leaving Angus and Maguire here very happy.

Caught in the act



## The challenge

Butternut Box were having difficulties with waiting charges and delays on their European freight movements between Poland, the Netherlands and the UK.

They needed a logistics provider which was experienced in transporting food internationally. One that could give them a dedicated point of contact, rapid responses and would protect the pristine quality of their goods.

For Butternut Box, their food quality is a key differentiator, and this couldn't be compromised by poor logistics. Logistics which ended up costing more in delays and fines.

### Key goals:



Reduce waiting charges



Improve communication



Food quality maintained

# Creating the pawfect solution

Butternut Box began working with WTA in 2022, initially just on their food movements between Poland and the UK.

From day one we ensured prompt communication, meaning they were continually in the loop on the transportation of their food. This was made possible through a single point of contact at WTA, managing the entire account, ensuring complete accountability.

Owing to our exceptional communication and experience in food and beverage customs, things were going rather smoothly between Poland and the UK. Consequently, WTA rapidly accrued responsibility for more aspects of Butternut Box's supply chain. We're now assisting on both import and export of products and machinery from the UK to several EU destinations.

Through our highly-reputable and ESG approved partners, coupled with our speedy customs procedures, waiting charges are minimised and the quality of Butternut Box's food remains pristine in transit.



“WTA provides a fantastic end-to-end service exporting our pet food to the dogs of Europe! We receive regular updates on the progress of each trailer, and if an issue ever arises, they are always on hand to help as best they can. The regular day to day communications really give a personal touch and make you feel like a valued customer.

The most important updates, however, are of course of Angus rocking our merch and enjoying our products. Would highly recommend to anyone needing a reliable and customer focused logistics provider.”

**Louise Twidle, Export Coordinator, Butternut Box**

# The future

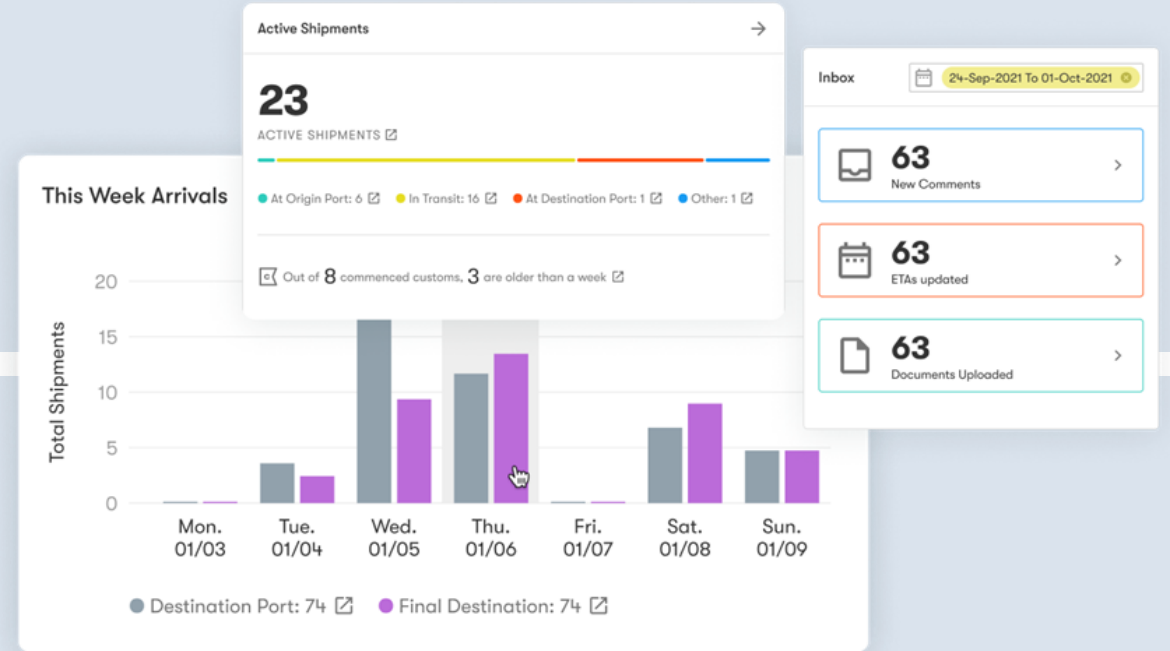


Our record is built on innovation, so we aren't stopping here. Right now, we're in the process of bringing data-driven KPI reporting to Butternut. Using our industry-leading visibility platform, we're able to accurately report on-time deliveries, waiting charges and late collections.

With this data, we'll work with them to improve supply chain performance across these key areas.

But our visibility offers far more than that. Butternut Box are getting access to carbon emission tracking, cost and timing breakdowns, live chats with our team and much more.

Our experts are also working to support them with exciting international expansion plans into more countries. We're big believers in partnerships, not transactional freight forwarder relationships. Our experts operate across 679 trade lanes and are delighted to advise them on new markets.



“Shippers should demand more of their forwarder than just moving freight. These value-added services, whether that is visibility or consultancy, can really turn a supply chain from functional, into a competitive advantage. That is what we are working to achieve with Butternut Box in 2023 and 2024.”

**Gerry Power, UK Country Director, WTA Group**



## WTA Food in Numbers

**20,000**

Food and drink shipments per year

We've been moving food and beverages around the globe every single day for years.

**80**

Food and drink customers, serving 63 countries

We're very proud of our rapidly growing food and drink department, supporting some of the biggest brands in the UK.

**85%**

customers that rate us 8/10 (or higher!) for satisfaction

We work really hard to buck the norm for customer service in logistics. Real, honest advice from the start. Never false promises.

**500%**

company growth in the last 20 years.

We truly believe in our friendly, honest approach and feel the results speak for themselves.

## What our other customers say...

**Rebecca Johnson,  
Logistics Manager, Silver  
Spoon**

“I have worked with WTA for three years. The service they provide is fantastic... They are very adaptable at dealing with change and assisting with last-minute transport requirements.”

**Nicky Else, Mountney Ltd**

“We have worked with WTA for many years now. They are very professional, efficient, understanding and always honest.”

**Micaela Moroney, International Sales  
Operations Manager at The Millboard  
Company**

“We have been working with WTA for a number of years now and their service is exceptional. They respond quickly to emails, are very efficient and will always try and work to our preferred collection dates. A pleasure to work with.”

**Sam Ager,  
Alphatech Ltd**

“Always very helpful with all enquiries we send their way and go the extra mile.”

**Roberto Cantaluppi,  
T.S.T.S.A**

“WTA means: Great partner, great business and great friends. With them always.”

**James Carey, Templar Publishing**

“The help, advice and service we receive is the main reason we have not been tempted away. We appreciate the passion and patience of your team.”

**Aga Gruszczyk, Buyer, Knight Group**


“Great communication, competitive prices, very reliable. We use WTA for almost all of our overseas exports and imports, recommend!”

**Lynn McLauchlan,  
Magnum Cream  
Liqueur**

“The customer service this company supplied was fantastic.”

**wta**

Excellent 

Rated 4.7 out of 5 on  Trustpilot



# Meet Jade Blackburn

Head of Sales, WTA Group

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Jade is passionate in her support of the UK's biggest manufacturing sector; food and drink. She is loved by our clients at WTA for her super friendly and honest approach.

She has built her expertise in the food and drink industry by placing very close attention to Brexit and focusing on the nuances of moving these goods. Consequently, she can comfortably advise businesses of all sizes in the sector.



# Contact us.

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