



Young's Bluecrest embraces Innovations

Excelling in each of the food categories you target, not only requires terrific products, operationally, you need to maintain the lead too.

Young's Bluecrest is firmly established as the UK's largest producer of seafood. The current company was created in 1999 when the country's two most distinguished seafood companies joined forces in a merger, powerfully combining the brand development skills of Young's with the category management and material sourcing capabilities of Bluecrest.

Today, the company has a turnover in excess of £350m, employs over 3,000 people and its various divisions handle more than 60 species of fish, facilitated by a powerful world-wide sourcing operation.

As both a leading consumer brand and a provider of own label products to the majority of the major multiples, Young's Bluecrest welcomes the sort of innovation which assists the smooth running of day to day operations and communications.

Alan Dodes - I.T. Manager at Young's Bluecrest advises: "Over a period of five years, we have been reviewing all our operational processes to identify areas in which improvements could be made to achieve enhanced efficiency and to enable us to respond more effectively to our customers."



