



# Welcome



**Vroegop-Windig**  
vers!

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# Contents

- History
- Company portfolio
- Mission and core values
- Characteristics Institutional market
- Characteristics Foodservice market
- Challenges BIO unit
- Integration reduces complexity
- Old or new logistic innovations
- Food for Care



# History

- Founded in 1940 by Piet Vroegop
- Started as a wholesale vegetable company fresh local produce
- Acquisition of “Windig” in 1996 import exotic fresh produce
- Opening distribution Centre Rotterdam are in 2006
- Opening cutting and processing facility 2011





# History

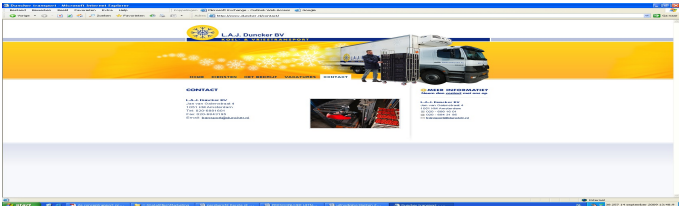




# Company portfolio

**De KWEKER.**  
VOOR PROFESSIONALS IN FOOD

**Banafood** GmbH  
services



 **Vroegop-Windig**  
vers!





## Mission

Vroegop-Windig facilitates the supply for fresh, healthy food by foodservice and retail companies to customers, with respect for man, society and the environment.

## Core Values

- Reliable
- Independent
- Innovative
- Healthy



# Characteristics Dutch Institutional market

2010/2011		HOSPITALS	PSYCHIATRIC HOSPITAL	ELDERLY CARE	MENTALLY HANDICAPPED CARE
Foodcost	Breakfast	€ 1,92	€ 1,33	€ 1,40	€ 1,49
Foodcost	2nd (bread) lunch	€ 2,03	€ 1,57	€ 1,46	€ 1,50
Foodcost	Hot meal ( 3 course menu)	€ 4,39	€ 4,86	€ 4,11	€ 2,96

Number of outlets



# Characteristics Dutch foodservice market







# TRENDCLOUD



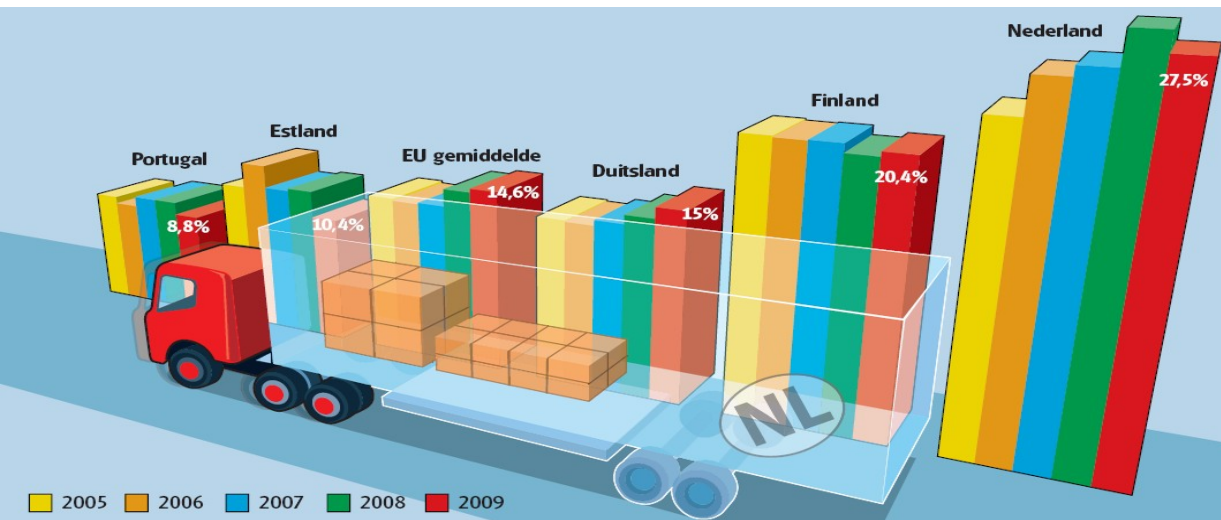
# Challenges business BIO unit



- Integration regular and bio assortment  
( > 200 regular and 130 bio suppliers)
- Seasonality in assortment
- Product range BIO ( 320 vegetables, 65 fruits, 1 pre-cut vegetables)
- Product range regular assortment > 1.500 SKU
- Utilization rate distribution and utilization collection
- Loss or missed sales ( demand- and forecast) , different/ alternative
- Delivery reliability
- Too late purchase orders, missed picks
- Drop volume, pick volume



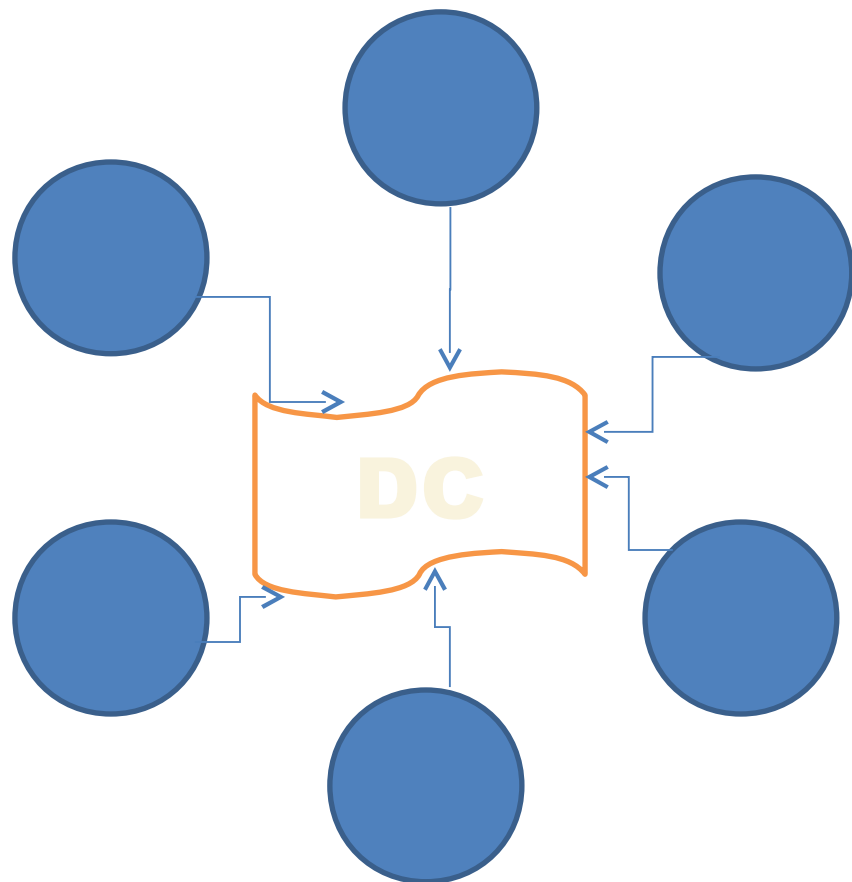
# Challenges business BIO unit



# Average loading capacity NL

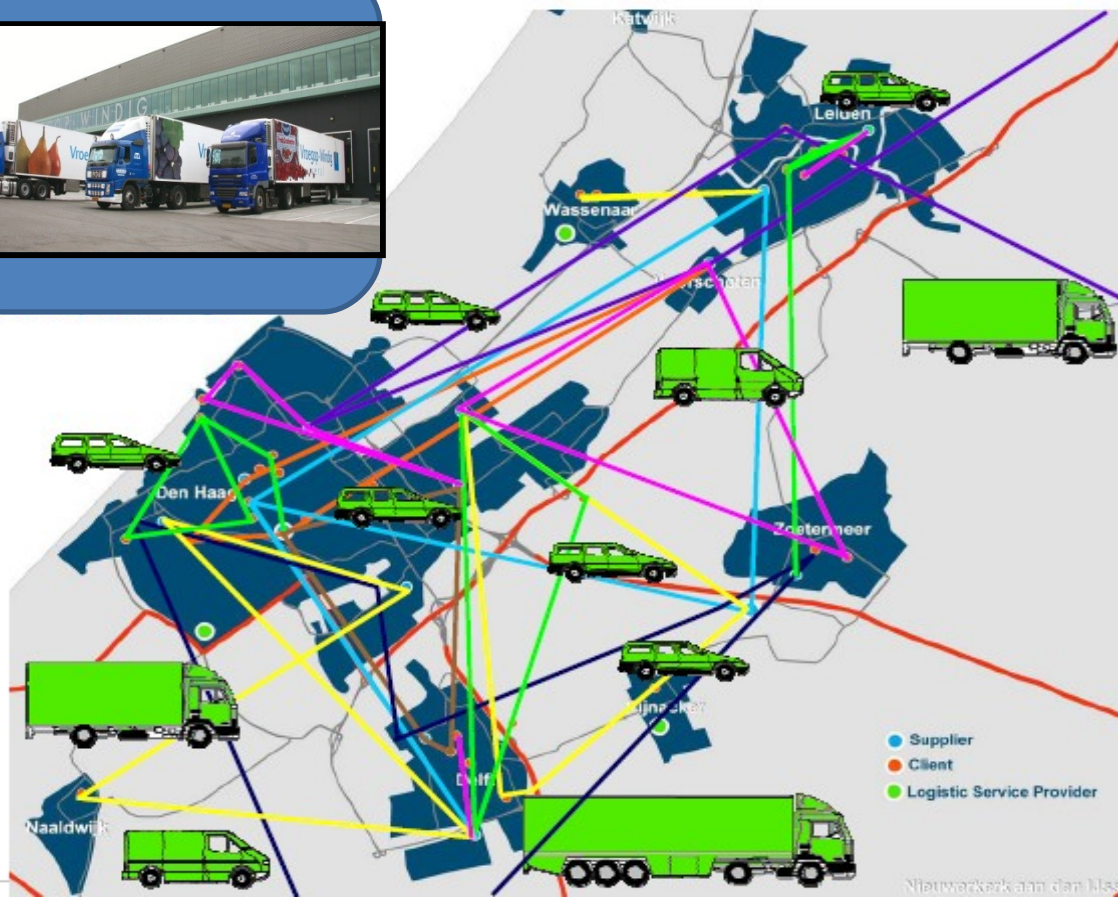


# Integration reduces complexity



The outlet places 1 order and receives 1 distributor delivery and processes 1 payment

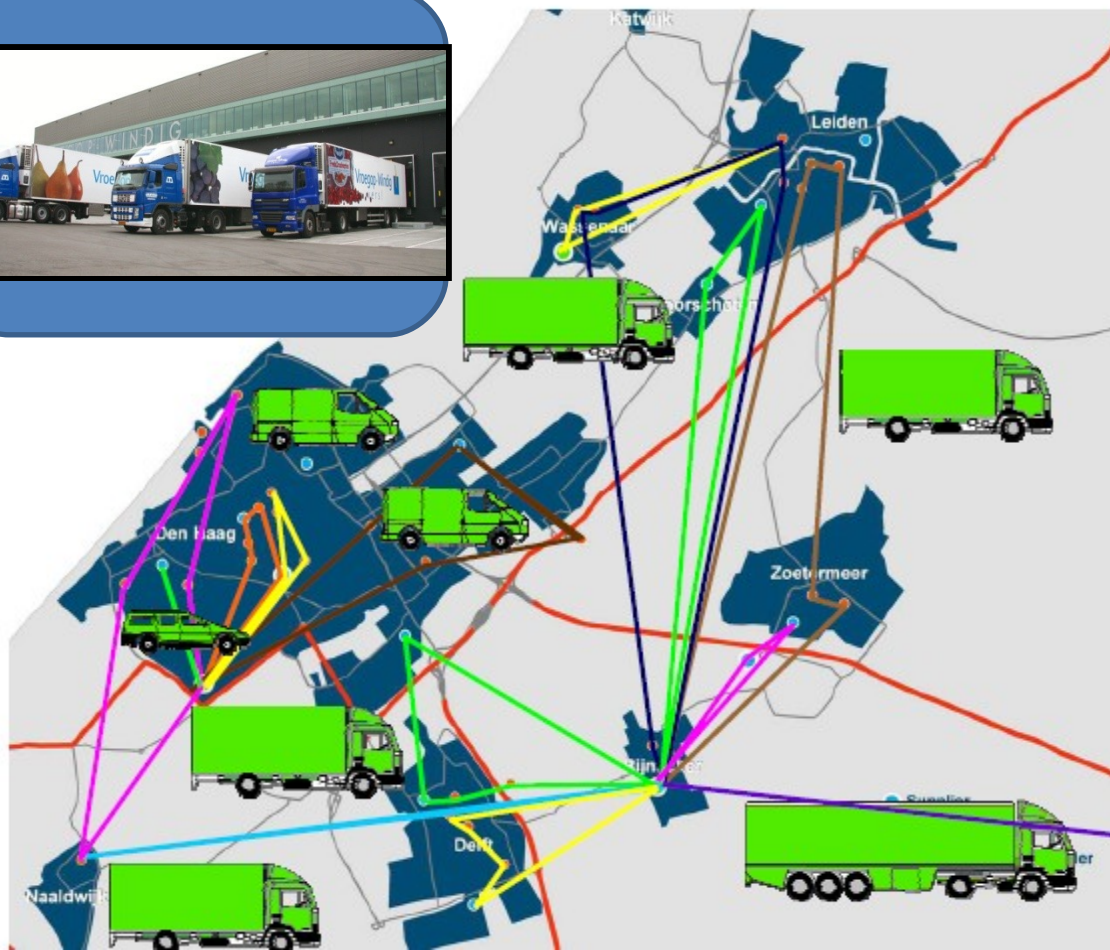
# Integration reduces complexity



## Current situation

- A lot of traffic movements
- A lot of time for the purchasing process
- Several deliveries per day
- On a regular base out of stock and mistakes
- High logistic costs
- High purchasing costs
- An average overall quality

# Integration reduces complexity



## Smart Chain Concept™

- Combined purchasing and distribution
- Flexibility in delivery window
- Flexibility in supplier selection
- A lower integral cost
- Guaranteed constant product quality

# Old or new logistic innovations ?

## VRACHT DOOR DE GRACHT OP SCHONE, STILLE EN SLIMME KRACHT



**COR GERRITSEN**  
VOORZITTER STICHTING MOKUM MARITEAM

**MOKUM  
MARITEAM**

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# Food for care!







# Food for care !





Thanks for your  
attention



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