



Case Study



The Berry Company

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Client overview

In 2024, we began working with The Berry Juice Company as they moved production to Sun Magic Juices in Nelson. They needed a logistics partner who could quickly handle both warehousing and distribution. We now store and ship their products across the UK and internationally, providing complete visibility, reliability, and room to grow. It's a close, collaborative partnership that's only getting stronger.

The challenge

Transporting goods from Lancashire to Somerset had increased their logistics costs and environmental impact. Now, with production based in Nelson, The Berry Juice Company needed a reliable logistics partner who could handle both storage and distribution while ensuring BRCGS-accredited warehousing to maintain product integrity. However, finding a trusted provider who aligned with their sustainability values and operational needs was proving difficult.

As newcomers to the area, they also wanted to work with a well-established logistics company that could offer scalability, efficiency, and expert guidance. The solution had to consolidate their supply chain and support their vision for a more sustainable and cost-effective operation. So far, they were struggling to find a partner that aligned with these needs.

Our solution

The search for the right logistics provider led them to us through a recommendation from Sun Magic Juices. With decades of experience in contract logistics, we quickly understood the challenges they faced and designed a tailored solution to fit their needs.

We implemented a thorough logistics plan, which included:

- Seamless product collection from Sun Magic Juices in Nelson
- Storage in our BRCGS-accredited warehouse to ensure the highest industry standards
- Efficient UK-wide and international distribution with complete visibility and tracking

We worked closely with The Berry Juice Company from the beginning to ensure a smooth transition, offering hands-on support, expert advice, and complete transparency. Our proximity to their new production site reduced their carbon footprint and lowered overall logistics costs, making the partnership a win for both business and sustainability.



"Fagan & Whalley have been absolutely instrumental in transforming our delivery operations. Their expert advice on export processes has given us a level of control and peace of mind we haven't experienced in decades. Their IT systems are first-class, giving us incredible visibility over-reporting, PODs, and tracking. They are everything you could ask for or want from a logistics partner. It's been a truly exceptional experience."

Tarek El-Yafi, Head of UK Sales

Results you can taste

With plans to increase storage capacity from 500 pallets to 1,500 by the end of the year, The Berry Juice Company have gone from logistical uncertainty to a fully scalable, efficient distribution model. The partnership has given them the confidence to expand operations; knowing we handle their logistics with precision, care, and reliability.

"We'd recommend Fagan & Whalley to anyone looking for a reliable, professional, and genuinely supportive logistics partner. Their expertise, attention to detail, and how they've integrated into our operations have been nothing short of exceptional." - Tarek El-Yafi, Head of UK Sales

Get in touch

When logistics align with your business goals, growth happens naturally. If you're looking for a logistics partner who understands your challenges and is ready to support your next step, we're here to help.



Fagan & Whalley