



Press release
12th May 2014

NEW CONTRACT
Five European wholesalers united in “ALLIANCE O”
contract STEF SEAFOOD
for the logistics of their seafood in France and in Europe

On the occasion of the ESE (European Seafood Exhibition) “Alliance ô” – a consortium of five European wholesalers active in seafood international trading – and STEF Seafood - the seafood division of STEF Group – signed a new contract for transport services. Each year, some 1 000 tons of goods (fresh fish, seafood, seashells and crustaceans) will be shipped throughout Europe.



At the left : Jean-Michel Pachut, Director seafood products (STEF)
At the right : Luc Teuler, Chairman and chief executive officer (ALLIANCE O)

“Alliance ô” was created at the initiative of seven business leaders from four wholesalers from the South East of France (Poissonnerie Deloye in Nice, Les Pêcheries de l’Océan in Menton, La Poissonnerie in Montauroux, Food Beverage Service in Saint-Laurent-du-Var) and an Italian wholesaler (Iwai Food in Milan).

Luc Teuler, CEO of “Alliance ô”, said : “ « *Alliance ô brings together specialists in Mediterranean and Atlantic fish trading. Our business is focused on seafood international trading. To cope with market changes, five European wholesalers have decided to come together to share their skills to enhance their purchasing and selling power around the world. To accompany our logistics development and the distribution of our goods throughout Europe, we have decided to rely on STEF Seafood, a well-known player on the market for seafood temperature-controlled transport. The density of its European network, its human and technical skills – particularly its ability to deliver in France on the same day and in Europe on the following day- were key to our choice*”.

STEF Seafood will be in charge of collecting goods in every European airport, picking and shipping across Europe to distribution platforms of the retailing industry, the catering sector, wholesalers and semi-wholesalers.

Three sites are at the core of the operation:

- STEF Seafood Boulogne-sur-Mer for managing sourcing from Northern Europe
- STEF Seafood Plan d'Orgon for distribution to South-eastern France
- STEF Seafood Rungis for its strategic location close to Roissy Charles-de-Gaulle Airport

About STEF

STEF is the European specialist in cold logistics for all temperature sensitive and agro food products. Our mission is to safely bridge the gap between manufacturers and retailers. The group masters and brings together transport, logistics and IT skills for all temperature-controlled deliveries (from -25°C to +18°C). STEF is active in 7 European countries (Belgium, Spain, France, Italy, the Netherlands, Portugal and Switzerland) and in Tunisia. The group employs 15,500 staff and operates with specialized assets: over 200 platforms and warehouses and more than 4,000 HGVs, half of which are company-owned. STEF's annual turnover for 2013 stood at €2,633.1 million.

For more information: www.stef.com

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About ALLIANCE O

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“Alliance ô” is a consortium of specialists in Mediterranean and Atlantic fish trading whose core activity is seafood international trading. With its new storage organisation, “Alliance ô” operates on the market for live fresh and frozen crustaceans. “Alliance ô” operates in partnership with mass retailers, the catering and restaurant industry, wholesalers and semi-wholesalers.

