

# P&O Cruises chooses Envirotainer to deliver a culinary experience



P&O Cruises is one of the world's most recognised leisure brands. With a fleet of five superliners P&O Cruises sail to the Caribbean, Mediterranean, Baltic, Fjords, Atlantic Isles and on around the world cruises.

P&O Cruises is one of 12 distinct brands of Carnival Corporation, the global cruise company. Together, these brands operate 77 ships with another 13 vessels scheduled for delivery by 2009.

Traded on both the New York and London Stock Exchanges, Carnival Corporation & plc is the only entity in the world to be included in both the S&P 500 and the FTSE 100 indices.

## A fresh and diverse choice of menus

The culinary experience is just one of the many reasons that attract passengers on board P & O Cruises' ships.

24 hours a day, guests on board any of P&O Cruises' superliners are treated to a

fresh and diverse selection of menus across a choice of restaurants and dining locations. The highlight of every day, however, is dinner, a five or six course feast stretching from exotic starters to succulent fish dishes and vegetarian options.

P&O Cruises' customers expect the finest quality food and they are never disappointed. However, supplying a wide menu complemented by fresh ingredients requires a professional and sophisticated logistics chain.

## The logistics challenge

One particular challenge arises during the peak holiday season for Caribbean Islands cruises as P&O Cruises needs to:

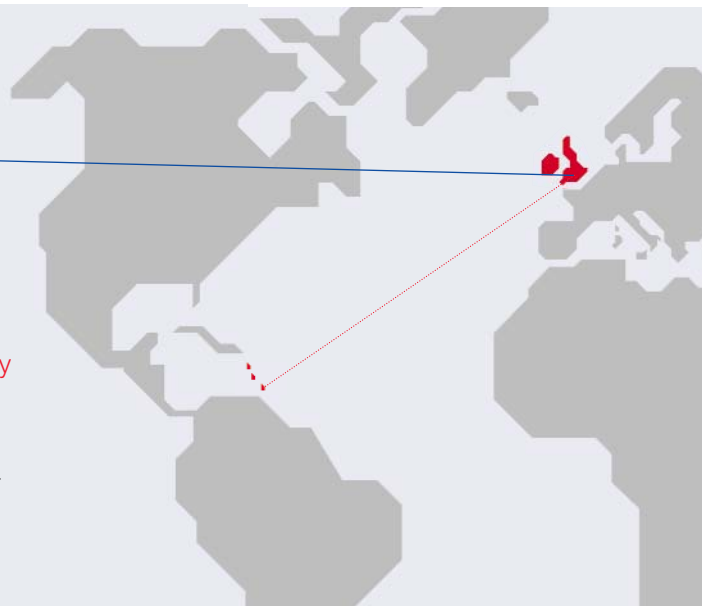
- Maintain a temperature requirement of +2 to 8°C for shipments of fresh fruits, vegetables, berries and herbs being delivered by air from the UK to Barbados
- Have the flexibility to transport frozen goods such as fish, seafood, meat and ice cream by air cargo as needed

# The Solution: Envirotainer

The solution to P&O Cruises' logistics challenge has been to use Envirotainer's active temperature-controlled air transportation containers. During the holiday season, P&O Cruises, working in partnership with its logistics provider, Southampton Freight Services, leases up to 40 Envirotainer® RKN containers per month to ensure that the quality of its food is never compromised and complies with strict Food & Safety regulations.



- **Day 1:** A typical shipment will begin with food products being collected from P&O Cruises' supplier(s) in the UK, loaded directly into pre-cooled Envirotainer containers arranged by Southampton Freight Services
- Containers are then transported to airport for exporting to concerned destination
- **Day 2:** Flight departs from London Gatwick airport in the morning and arrives in the afternoon (local time) at Grantley Adams International Airport in Bridgetown, Barbados
- **Day 3:** In Bridgetown, containers are transported from airport to seaport and positioned alongside the cruise liner for loading products onto ship



- **No special packaging is required for transportation. Food products are kept in the original crates and boxes they were collected in at the start of the supply chain**

- **Throughout this delivery cycle, Envirotainer® containers successfully maintain the temperature requirement of +2 to 8°C**

Mark Wilson, Logistics Manager of P&O Cruises, says:

"With the solution that Envirotainer provides, offering the capability to maintain a set temperature for up to 3 days, P&O Cruises have been able to enhance their product delivery and reduce wastage."

## PARTNER PROFILE:

Southampton Freight Services Ltd., was founded as a family business in 1998 to provide traditional freight forwarding services to the local community.

Today, Southampton Freight Services is internationally recognised as a formidable force in the forwarding world, offering a comprehensive range of services for both imports and exports, by air, sea and road.

## Envirotainer®

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