

DR. OETKER

QUALITY IS THE BEST RECIPE

It's the right ingredients that make the difference. Nobody knows that better than Dr. Oetker. So it's no surprise to find that in the field of e-commerce, Dr. Oetker Switzerland relies on Swiss Post as a partner offering all of the ingredients for success in online retail.

With Dr. Oetker, the cake's always a success. That's something that anyone who likes to bake knows. So it's great that in 2015, the traditional German company opened an online shop for Switzerland, with a product mix depth that would not be possible in the retail sector. There are well over a hundred products to choose from – from cake mix to sprinkles to ready-to-eat desserts.

sought a partner who understands the business from A to Z – and found it in Swiss Post. "Swiss Post makes our lives easier in every respect," says Reto Bleuer, who manages the online shop project for Dr. Oetker. "Thanks to Swiss Post, we're free to concentrate fully on our core business."

Quality is the best recipe. That's the motto of Dr. Oetker, and an aspiration the company also wanted to remain true to when it entered the Swiss online market, which is why Dr. Oetker Switzerland

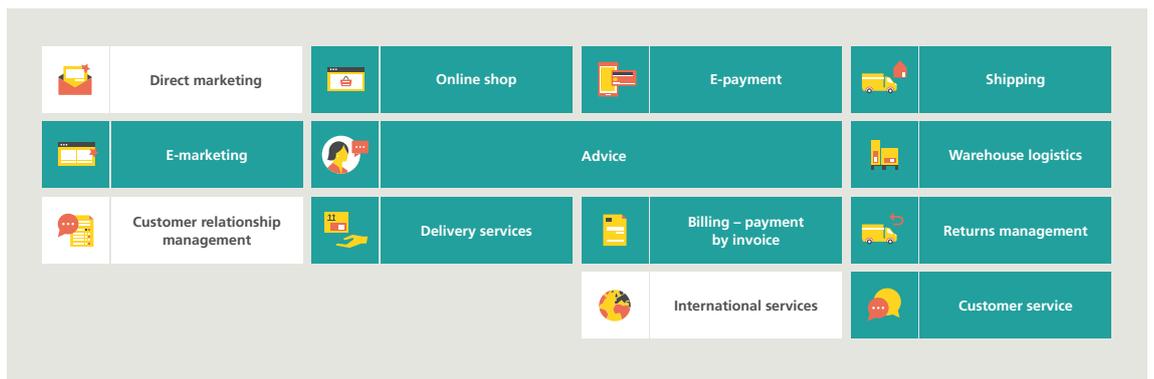
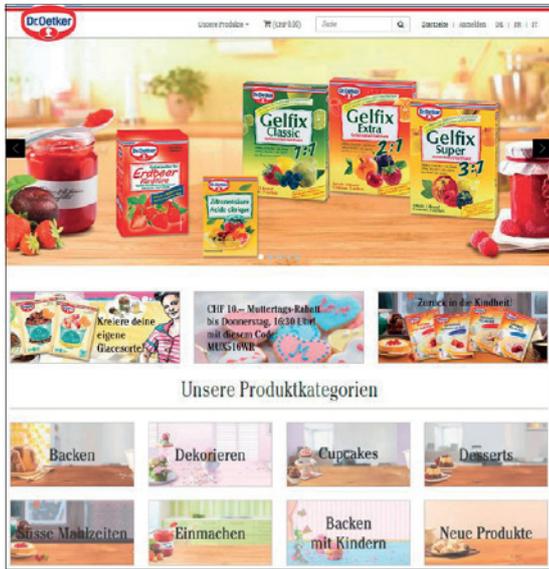


Fig.: Dr. Oetker relies on Swiss Post for all the services highlighted in green.



YellowCube

Swiss Post takes care of all logistics services for Dr. Oetker. At the heart of the solution is YellowCube – a highly automated storage and picking facility (AutoStore) at the Oftringen location. Swiss Post checks incoming goods for Dr. Oetker and registers the batch number and the best-before date before storing the products in the AutoStore containers. A small percentage of the product range goes into the pallet warehouse.

Every order in Dr. Oetker’s online shop is sent automatically to YellowCube, where the goods are picked, packaged and provided with the necessary documents (delivery note, invoice, shipping label). Processing is carried out throughout the day, with the window for next-day delivery closing at 5.30 p.m. Dr. Oetker’s customers can use consignment tracking to see where their parcels are at any time. The after-sales process is also managed and controlled using YellowCube.

www.swisspost.ch/yellowcube

Dr. Oetker

Dr. Oetker is one of the leading brands in the German food industry and enjoys an excellent reputation worldwide. Its comprehensive range of products includes baking supplies and mixes, dessert powders and ready-to-eat desserts, pizzas, snacks and decorative items. Founded in 1891, the family business employs around 10,000 people around the world. In 2015, Dr. Oetker launched an online shop for Switzerland.

www.oetker-shop.ch

