

## Food Circle Supermarket Enhances eCommerce Delivery with Parcelhub

Food Circle were founded in 2018 in a quest to reduce the amount of healthy and nutritious snacks, drinks and treats unnecessarily going to waste.

Paul Simpson, Co-Founder: “Parcelhub, part of the Whistl Group, are the perfect partner for the short and long term, as their “pooled volume” model allowed us to access **cost-effective services** which were more difficult to attain directly from carriers at that stage. Parcelhub had the capacity and infrastructure to be a **long-term partner** as our business grew, proving them to be an effective solution for various sizes of business.

“Parcelhub have helped us to manage costs as we’ve grown as a business, by always **providing competitive rates** based on our performance and volumes. They also make it **simple to track shipping costs.**”

“With Parcelhub we benefit from **dedicated and proactive account management**, multi-carrier flexibility, great customer service and seamless integration with Shopify.”



We see Parcelhub as a long-term partner to help us keep offering our customers different delivery options at competitive prices for our customers. Our partnership has already undertaken significant evolution in 2021, with a flexible approach to the multi-carrier system allowing us to utilize courier networks based on service levels during peak times.



**Paul Simpson, Co-Founder (Food Circle)**

GET IN TOUCH  
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**parcelhub**  
Part of the Whistl Group