

YOUR GOAL — OUR GOAL



CASE STUDY

Shipping fresh food throughout Germany for njushi

Fresh finger food that impresses your guests: GO! delivers njushi boxes directly to customers - already ready to serve and eat.

Trade fairs, client meetings, birthday parties or when you just don't feel like cooking - there are plenty of occasions to order delicious finger food from njushi for yourself and your guests. The creative combinations of rice rolls and dips are freshly prepared and made exclusively to order, then delivered by GO! Express & Logistics to your office or home when you want them, already ready to serve and eat.



Rice rolls made according to the company's own recipes

In 2012, njushi founder Frank Möller came up with the idea for his original rice rolls, which are still a unique product on the German market. They only resemble the popular sushi delicacies in appearance, because njushi uses neither fish nor seaweed. Instead, organic meat, vegetables, fruit and other selected ingredients are combined and presented with a variety of dips. Customers can put together njushi boxes of various sizes via the online shop or by phone and have them delivered directly to their door when they want them. The finger food expert produces the food in collaboration with airline caterer LSG Sky Chefs, which is known for its excellent quality management and control system.

Freshly prepared - and freshly delivered

Freshly prepared every day, the rice rolls and dips are packed in food-safe boxes. Insulating foil and reusable ice packs ensure that the food is kept chilled and transported safely by express and courier service provider GO! The couriers at the Hanover station collect the products directly from the njushi kitchens and distribute the shipments by overnight express delivery throughout Germany, arriving at their destinations by 12 p.m. on the following day. "GO! won us over immediately and unequivocally compared to other logistics service providers," says Frank Möller, Managing Director of njushi, explaining his choice. "We have to be able to rely on a 100% delivery rate. No customer will be sympathetic if the food they ordered does not arrive at the scheduled time. GO! enters all the data about the shipment into the system immediately, including the recipient's name, so we are always kept up to date". Business customers in particular need to know who received the product on its arrival. This prevents njushi boxes from being left at reception while people are waiting for them in a meeting room. This service also ensures that njushi can keep its promise of providing fresh food.



About njushi

njushi foods GmbH, based in Langenhagen, Hanover, provides creative finger food for client meetings, trade fairs, small events and private parties which can be ordered in the online shop at www.njushi.de or by phone. The njushi range now includes nine varieties of rice roll and eight different dips, which are made exclusively according to the company's own recipes, using organic meat and ingredients without preservatives. Since it was founded in 2012, njushi has established a successful production partnership with airline caterer LSG Sky Chefs.

About GO! Express & Logistics

GO! Express & Logistics is Germany's largest independent provider of express and courier services. The global partner network was established in 1984 and currently comprises over 100 GO! stations in Germany and Europe. The 1,400 employees and 3,000 couriers ensure the transportation of more than 6.5 million shipments a year.

GO! offers regional courier transportation and global express shipping of goods, documents and especially time-critical shipments 365 days a year around the clock. Its services also include tailored supply chain solutions, sector-specific industry solutions and special services in response to complex customer requirements.

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