



## Case Study: Deep-frozen freshness for gourmets.

Meat and fish by express delivery: Hamburg-based TellerMitte GmbH is an online retailer providing premium products to cook at home. Integrating the GO! commissioning system into the company's software enables shipping orders to be placed without delay. GO! Express & Logistics delivers the deep-frozen goods in less than 24 hours, and ensures consistently high quality and satisfied customers.

Wagyu beef, dry-aged meat, lamb, game, fish and seafood: TellerMitte GmbH's product ranges reads like the menu from a Michelin-starred restaurant and thrills meat fans. The Hamburg-based company is an all-online retailer of premium-quality animal protein and delivers to amateur gourmets throughout Germany. "While our customers range age-wise all the way from 25-something to so-called

generation 50plus, they all have one thing in common: an awareness of quality and excellent foods", says Stefan Kölsch, TellerMitte's product manager. Founded in April 2020, TellerMitte has already – four years after being set up – acquired around 100,000 customers, with a high number of returning buyers. TellerMitte has partnered GO! Express & Logistics as its transport service provider right from the outset.



## Delivered deep-frozen to the customer – overnight

TellerMitte sells shock-frozen products only. “Our products need to reach our customers in a solid frozen condition. As we deliver from Hamburg throughout Germany – except for offshore islands, speed and coverage are of the essence”, Stefan Kölsch emphasises. The products are packed in special refrigerated boxes containing dry ice and kept in a deep-frozen condition. The couriers from the GO! station in Hamburg pick up the finished parcels from Teller Mitte’s facilities in the Port of Hamburg. These are then delivered overnight using GO! Express.



Rapid shipping is a key component of the service that the company provides and – alongside product quality – one of its major USPs. Customers are able to place orders up to 3.30 pm and their consignments are delivered no later than 1 pm the next day – throughout

Germany. The appeal of GO! is that it has a low error rate and performs consistently well. Customer confidence and the reliable, professional way GO! keeps its speed promise were what persuaded TellerMitte to opt for GO! as a premium service provider.

## GO! is commissioned immediately an order is placed

To enhance the shipping process even more, shipment commissioning was integrated into TellerMitte’s system. The shipping commission is forwarded to GO! immediately after order data has been captured and the required label can be printed out and stuck on straightaway. “Both systems were linked via our GO! label. This process involves data transfer via an interface, which means that TellerMitte does not have to enter its daily consignments manually into our web portal”, explains GO! Hamburg. This enables the

service provided by GO! to dovetail with TellerMitte’s operational processes. “That saves some four hours of working time a day”, Stefan Kölsch adds with satisfaction.

Two dedicated contacts continue to be available to advise on more complex orders, for instance if other GO! services need to be utilised. Deliveries are handled as often as possible by the same couriers, who are familiar with the shipping requirements and who can implement any necessary changes straightaway.





## Long-term partnership

The TellerMitte GmbH shop has successfully established itself on the market. "Today we are one of the top 3 in our segment and look forward to a successful future and plenty of satisfied customers", says Kölsch. The company's expectations were already exceeded during its

first Christmas season, at some 1,700 parcels a day. The owner family and the management board are looking for sustainability in their relationships with service providers – and that also applies to the partnership with GO!



### About TellerMitte

TellerMitte was established in 2020 and is integrated as a subsidiary in a family-run import company, which is already in its 5th generation of dedication to high-quality food. A deep sense of responsibility towards customers, employees, the environment and for product safety are firmly embedded principles on which all decisions are based. As an online-only retailer, TellerMitte sells meat from animals that have been reared or slaughtered humanely at businesses that focus on sustainability, fair working conditions and maximum quality standards. That means exceptionally tender meat, fish and seafood with distinctive flavours that was previously reserved for trade buyers – selected by trained experts with a fount of knowledge and plenty of passion.



### About GO! EXPRESS & LOGISTICS

GO! Express & Logistics is Europe'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 Europe. Around 1,400 employees and 1,700 drivers and couriers work every day to enable the transport of more than 10 million shipments per year (2023).



Under the motto "beyond limits", GO! offers a comprehensive portfolio of logistics solutions ranging from regional courier transportation and global express shipping of goods, documents and extremely time-critical consignments to sensitive shipments or complex customer requirements. Its services also include tailored supply chain solutions and extensive value-added services 365 days a year and around the clock.

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