



COMPANY PROFILE

Dela was founded in 1963 by Julien De Pelsmaeker and his wife Jacqueline Laeremans as a wholesaler in meat products. At the beginning of the 90's, the company became part of the Green Flag Foods holding, member of the IDB (Irish Dairy Board). On July 1st, 2001 the founders, the family De Pelsmaeker, again took over Dela and in 2007 the company became part of the UNIVEG group.

Dela supplies a variety of customers: butchers, caterers, bakeries, mini-markets, supermarkets, etc. Thanks to the expertise acquired as a total supplier of meat products, cheeses and fresh specialties, Dela can offer the customer a total package. The distribution in Belgium requires flexibility and organization, two strong points of Dela.

CORE BUSINESS

One of the greatest strengths of Dela is its wide assortment: approximately 3000 different products allow each customer to adjust the composition of its range so that

he can stand out in a competitive market: processed meats, cheese and dairy products, salads and sauces, fresh packed products, fresh meat (poultry, horsemeat, pork and beef, lamb and sheep), frozen products, ready-to-eat meals, herbs and marinades, raw materials for butcher's shops and caterers,...

The 52 employees guarantee a personal approach, adding service to the value they are offering: an accurate handling of goods, professional support of sales, advice, tastings and training.

The sales representatives are on the road to give the customers the necessary support. On weekdays, customers can reach Dela until 7 pm for telesales.

In the evening and during the night, a team starts preparing the orders and loads the lorries. During the day, the refrigerated lorries are on the road to the customer and they return in the late afternoon, bringing the empties with them.

Since 2006 Dela is IFSL certified.