

## Domino's Pizza is ready to open new stores

*An interview with mr. Richard de Gruijter, CFO Europe Operations of Domino's Pizza by Marcel te Lindert*

**The first Dutch store of Domino's Pizza was opened in 1989. Two decades later there are over 130 stores in The Netherlands and Belgium where people can choose from a simple Margarita to a Perfect Pepperoni. All these stores are supplied on a daily basis with fresh dough and fresh toppings like tomato paste, mozzarella, ham, mushrooms and all other kinds of vegetables. Until recently this was done from a distribution centre in Raamsdonksveer. "The capacity of this centre was no longer sufficient for our Benelux operation. We had to find a new location", says Richard de Gruijter, CFO for the European operations of Domino's Pizza. The company asked Groenewout for assistance.**

### Review of layout plan



Two and a half years ago Domino's Pizza started searching for a new location. The search ended in Gorinchem, a city just 20 kilometres north of Raamsdonksveer. "That proved to be the most central place for our new distribution centre", says De Gruijter.

One thing soon became clear: an existing building probably wouldn't fit. That's why Domino's Pizza contacted Kadans Vastgoed, a real estate agency that decided to develop a brand new building in close cooperation with the municipality of Gorinchem. The result is a state of the art distribution centre of 2500 square meters, more than thrice the size of the former building in Raamsdonksveer. Attached to the distribution centre is an office of 1300 square meters, spread over three floors.

Domino's Pizza invited Groenewout in 2008 to review the layout plan of the new building. Groenewout calculated the storage capacity of the warehouse and performed the program of requirements, drawings, realization planning and budget estimations. During the set up of the new distribution centre Groenewout delivered project management support. "Why we needed assistance? Because we didn't had any project managers in our own organization who could do the job. That's not our line of business. We came in touch with Groenewout by our French partner, who knew them from earlier projects."

### Many different sections

Although the distribution centre is not very large, the layout is quite complex. Almost half of the building consists of temperature controlled sections. There is a freezer with drive-in racking for 342 pallets. Next to the freezer is a cold storage section equipped with one row of pallet racking. The heat that comes off the cooling system is reused in the underfloor heating in other parts of the building. At the back of the building there is a room for the production of dough. Before the semi finished dough enters the cold storage, it is cooled down in a separate 'dough cooler'. The raw material for the dough is stored in a ground grain silo.

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Of course Domino's Pizza keeps also dry goods in stock; not just food, but also tools, clothing and other items the stores need to make and sell pizzas. A combination of pallet racking and flow-trough racking is used for these goods. Dough products are delivered to the stores in returnable crates. There is a special area for crate storage and crate washer.

Due to the daily deliveries, the distribution centre is visited by many trucks. In total there are nine loading docks. Six loading docks are separated from the other ones in a temperature controlled loading area.



### **In time and within budget**

The construction of the building started in March 2009 and was delivered casco in November 2009. In October installation of the freezer, cold storage, rackings and other equipment started. Three months later the distribution centre was ready for operation. That's very fast for such a complex project. De Gruijter: "The project was finished in time and within budget. The cooperation with Groenewout was pleasant. Groenewout is a company of professionals who come out with creative solutions. A couple of times we met some real challenges. The people of Groenewout always found a good solution."

Domino's Pizza in Benelux is part of Domino's Pizza Enterprises Ltd. (DPE). DPE is master franchisee for the brand Domino's Pizza in Australia, New Zealand, France, Belgium and The Netherlands. In these countries DPE runs more than 750 stores. Every year about 16.000 employees sell more than 60 million pizza's, and that number is growing every day. The supply chain has to be constantly adapted to deal with the growth, De Gruijter explains. "Now we are working in France on more or less the same kind of project as in Gorinchem."

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### **Ready for the future**

In Belgium and The Netherlands Domino's Pizza is ready for the future as the new distribution centre is up and running. "We believe that there are still a lot of possibilities for Domino's Pizza in these countries. We think we can go up to 200 stores in the Benelux", says De Gruijter. "The capacity of this facility should be sufficient for the next ten years. We are very proud of our new distribution centre."

### **By Marcel te Lindert**

Marcel te Lindert is a journalist with over ten years of experience in logistics. He was editor-in-chief of the Dutch magazines Transport+Opslag and Logistiek. Today he works freelance for magazines like Supply Chain Magazine, Nieuwsblad Transport and Logistiek Totaal.

### **More information**

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