



## **4C Associates HobNobs with United Biscuits in Procurement Expansion**

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Procurement company increases management spend contract to over £170m per annum across UK and Northern Europe

**London, UK, 1 December 2009** - 4C Associates, a CIPS prize-winning procurement solutions company, today announces the expansion of its procurement services contract with United Biscuits, expanding its total spend management for the company to over £170m per annum. This represents a significant increase of 171% since the start of the relationship in February 2009.

4C was awarded the contract expansion against another provider in a competitive pitch. The deal incorporates outsourced procurement services for all UK non-core categories (such as IT, Telecomms, HR and Professional Services) and Logistics for UK and Northern Europe, an expansion of both services from the previous contract.

"We decided to review our procurement contracts in the face of continued cost challenges in today's climate and to ensure that we had a good platform to increase our market share in a highly competitive market," said Kevin McGurk, Operations Services Director, United Biscuits. "4C is a great cultural fit with United Biscuits, and has the category expertise to support our future plans. We're looking forward to working with them to ensure sustainable cost reductions whilst simultaneously improving our service levels. It is increasingly important for us to invest in our relationships with suppliers, whilst ensuring that we can also achieve fiscal savings."

"This is another prestigious win for 4C and we are looking forward to continuing our partnership with United Biscuits, as well as helping them achieve their business goals," said Simon Smith, Head of Outsourcing, 4C Associates. "The expansion of the scope of the relationship builds on the successful joint work we have completed during 2009 in spite of the challenging economic climate. Furthermore, the contract increases our portfolio of spend under management, which will benefit all our clients going forward."

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