

For more information on how CLF Distribution could help your health food store business call the trade team on 01725 541202 or email tradeteam@clfdistribution.com

Since its launch in 1998, CLF — whose motto is ‘wholesale with a difference’ — has worked on the premise that there is much more to wholesale distribution than simply delivering product. It understands that retailers are increasingly looking for retail solutions, and for the peace of mind its total commitment to customer service brings.

Having successfully increased its market share, and with turnover on schedule to exceed £18m+, CLF is now one of the most successful wholesalers of sports nutrition, supplements and health food products in the UK today.

Managing director, Robin Holiday states: “CLF is growing at an accelerated rate as retailers realise the savings that are made using Emporio’s EPoS system and CLF’s 100% order accuracy — this saves hours and hours of staff time at store level and is fuelling growth for the company.”

In sports nutrition CLF is the most successful and fastest growing wholesaler in the UK. In recent years the business has changed dramatically, correctly identifying market needs to expand the core business and building an experienced, cohesive and professional management team to meet the challenges of the future. By astutely understanding its customers’ businesses CLF has developed many successful partnerships across the market sector. This has helped management and employees to develop a range of skills that complement years of cumulative experience.

CLF retail support team

The CLF ethos has always been to earn customers’ business. By forging strong relationships, and working in partnership, the aim is to help improve and grow and strengthen both the CLF business and that of its retail partners. With a dedicated retail support team, pride is taken on high levels of customer service and commitment to the provision of improved support at all times. People buy products from businesses they trust; and never has it been more important than today.

Helping CLF to achieve this is an experienced team of business development managers together with a product training



CLF: Wholesale with a difference

Sports nutrition has always been a core activity AT CLF. Now the fast-growing health food wholesaler is helping retailers take the category to the next level

manager, who work nationally to support retailers with brand and product knowledge. Dedicated trade team members take calls from retailers from 9.00am till 5.30 pm, Monday to Friday; always ready to answer queries, they ensure that every caller receives excellent service.

Whether you’re an independent health food retailer, a pharmacy, a gym owner or operator of any other sports nutrition outlet, CLF is the only wholesale distributor in the UK providing comprehensive support to help grow your business.

Winning at sports nutrition

In order to remain at the leading edge of sports nutrition distribution, CLF works closely with, and are founder members

of, ESSNA (European Specialist Sports Nutrition Alliance), who represent manufacturers and distributors of specialist sports nutrition products in Europe; this ensures that the company continues to be up-to-date with changes in legislation and, more importantly, is a part of the process that helps keep the industry’s best interest at heart. CLF prides itself on working closely with key brands both here and in the US, maintaining ongoing and special relationships with high profile nutritional companies, such as Dymatize, MRI, Prolab, Weider, CytoSport and MaxiMuscle, to mention only a few.

This, together with a professional buying team constantly on the look-out for and reviewing new products as they’re developed, all helps to ensure

that CLF customers have access to the most innovative and top quality sports nutrition available on today’s market

What’s fuelling the growth — how can we help bring these high spenders into our retailer’s stores?

Once the preserve of athletes and professional sports people, sports nutrition has developed into a rapidly expanding mainstream market. Now that demand for sports nutrition is coming from more mainstream consumers, convenience, taste, price, variety and brand trust are seen as the big growth drivers. It is these consumers, not necessarily ‘athletes’ but ‘actives’ who, as a whole, are looking for lifestyle solutions and are fuelling the growth of nutritional products.

CLF believes the best way of

attracting these high spending new sports nutrition customers into health food stores — and retain them — is to have a greater understanding of both sports nutrition, the products available, and of course their customers’ training needs.

As a part of the company’s commitment to providing unrivalled retailer support, James Baker has joined the retail support team as product training manager. James works nationally for CLF, offering a completely free service to retailers. As well as providing important on-site staff training, along with an invaluable ‘in-store’ consumer day, James shares his enthusiasm and knowledge of sports nutrition with both staff and consumers, encouraging them to review new products, experience product tastings and understand the many benefits of good sports nutrition.

The future

A key part of the company’s long term plan is to continue with and improve its retailer and supplier partnerships; CLF customers have been receiving a first class support service for over ten years, and have developed a confidence and trust in both the product supplied and the excellent levels of service provided. Proactively seeking out the changing preferences of its customers and responding quickly; CLF offers a quality of service that is unparalleled in today’s cut and thrust market place.



James Baker, CLF’s Product Training Manager



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