



## **Muesli for Berlin heroes: foodspring and InstaFreight support Charité and BSR**

**Berlin, 14<sup>th</sup> May 2020 - foodspring donates 20,000 portions of healthy muesli as a thank you to the systemically important employees of Charité and Stadtreinigung Berlin. The sports nutrition company foodspring and the digital freight forwarder InstaFreight are working closely together on this charity campaign. The trucks organized by InstaFreight supplied the goods from the foodspring warehouse in Großbeeren, South of the capital city, to three unloading points within the hospital's own logistics structures last Tuesday as well as to the headquarters of Stadtreinigung Berlin today, Thursday.**

"With our protein muesli to go, we at foodspring would like to support the Berlin superheroes with a healthy breakfast, so that they are well strengthened. We are happy that InstaFreight, our long-time and preferred logistics partner, supports the campaign with a free transport", says Kerstin Liesner, PR Manager at foodspring, about the motives behind the donation.

Maximilian Schäfer, Co-Founder and Managing Director of InstaFreight, adds: "When foodspring informed us about this fundraising campaign and asked for logistical support, we didn't need to think twice considering the important role that the Charité and the Stadtreinigung Berlin play for the people in our city and beyond. We provided trucks free of charge and delivered the portioned meals from the distribution center in Großbeeren near Teltow to their destinations in the capital. There they are now added to the breakfast menu of systematically relevant staff members."

foodspring and InstaFreight have been working together on the distribution of food products for almost exactly three years. Since the start of their cooperation in May 2017, the digital freight forwarder, which is based in the heart of Kreuzberg, has organized over 550 transports for foodspring. According to foodspring and InstaFreight, the established partnership, which in regular operation mainly covers full truck loads between production and warehouse locations in Arese, Italy, Dreieich near Frankfurt am Main and Großbeeren, made it possible "to quickly enable the additional support for the supply of the Charité and BSR."

**About InstaFreight**

InstaFreight is the leading digital forwarding company for road freight in Europe. Founded in 2016, the company employs more than 100 people at two locations and carries out thousands of transports each month. InstaFreight combines the transport capacity of more than 12,000 carriers in one digital platform and gives shippers access to this capacity. Through digital innovations, the Berlin-based start-up creates transparency and efficiency within the transport process. InstaFreight offers shippers an end-to-end digital solution for their transport needs. This ranges from quoting, booking and track & trace including automatic notifications to digital document management. The shipping industry thus benefits from efficient processes that save time and money as well as from a transparent supply chain. With InstaFreight, carriers can meet the digital needs of shippers, optimize their capacity utilization, and are paid faster with more attractive rates. For more information visit [www.instafreight.com](http://www.instafreight.com).

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