

Communiqué de presse

Strong growth for BRT fresh service: Revenue doubled in the first four months of 2026

Bologna, May 13, 2026 – BRT, Italy’s leading express transport operator, managing shipments from envelopes to pallets with 220 million parcels handled annually, has doubled the revenue of its BRT fresh service in the first four months of 2026 compared to the same period in 2025. This reflects a double-digit growth trend for the solution dedicated to the transport of fresh food products at controlled temperatures (0–4°C).

The BRT fresh service operates through 12 branches across Italy and ensures food deliveries either directly to consumers’ homes or to commercial businesses in approximately 1,500 Italian locations. While the main demand hubs remain the major metropolitan areas of Milan, Rome, Turin, and Bologna, there is also a significant flow of shipments originating from Central and Southern Italy and destined for the North.

Customer satisfaction levels are exceptionally high, driven not only by delivery speed but also by the effectiveness of informational services supporting order management.

For 2026, approximately 200,000 shipments are expected, marking a significant increase compared to 2025. Most shipments, in both B2B and B2C segments, are concentrated at the beginning of the week, ensuring delivery by Friday. In addition, to better support professional operators, the company has introduced flexible delivery time slots to avoid peak catering hours (12:00–15:00) and store closure periods.

“The results achieved not only confirm the growth of the segment but also demonstrate that the market recognizes BRT fresh as the ideal partner for a highly tailored delivery management. We offer an effective and responsible model, capable of evolving in line with the changing expectations of Italian consumers and producers,” said Emanuele Rollè, Chief Marketing & Communication Officer of



BRT.

Alongside its commitment to customer-oriented deliveries—featuring flexible scheduling, floor delivery, high adaptability, and constant shipment monitoring—BRT also places strong emphasis on sustainability. Geopost, of which BRT is part, is the first global delivery company to have both short- and long-term CO₂ emissions reduction targets validated by the Science Based Targets initiative (SBTi). BRT fresh also deploys dedicated electric fleets, primarily serving deliveries in historic city centers such as Milan, Bologna, and Padua.

The service, with a maximum parcel weight of 31.5 kg, is carried out by personnel specifically trained in food logistics. To ensure the highest level of food safety, BRT has implemented a rigorous HACCP training protocol that involves the entire supply chain—from direct employees to partner suppliers—guaranteeing product integrity at every stage of transport.

Food segments showing rising demand, based on shipments in recent months, include meat, cured meats, fresh pasta, seafood, and dairy products. The growth of BRT fresh is part of a broader national expansion of the e-grocery sector. In this context, as highlighted by Netcomm Focus Food & Grocery 2026 research, logistics remains the key critical success factor: around 70% of online grocery shoppers identify reliability and delivery speed as the primary drivers of their purchasing decisions.

About BRT fresh

BRT, Italy's leading express transport operator, boasts an extensive nationwide presence with over 200 branches, 40 parcel hubs, 13 courier hubs, 10 logistics facilities, and more than 11,700 BRT-fermopoint pick-up and drop-off locations.

In 2017, BRT became part of Geopost, a global leader in transport, able to provide customers and recipients with flexible, tailor-made services through a combination of technology, innovation, and deep knowledge of local markets.

Today, BRT is the only Italian operator in the sector capable of transporting any type of product, of any weight and volume, anywhere in Italy, across Europe, and beyond European borders—from the smallest municipality to major cities— offering customised services across all major business segments.



For further information

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