

DAY IN, DAY OUT.

WE'RE HERE, DOING MORE OF WHAT WE DO EVERY DAY.



APRIL EDITION
DELIVERED BY

**COMPANY
SHOP
GROUP**

SERVING OUR COMMUNITIES.

**ALL OF OUR MEMBERS ARE KEY WORKERS;
THE FOOD SUPPLY CHAIN, THE NHS AND
THE EMERGENCY SERVICES.**

To enable our key worker communities to shop more easily, alongside our responsible social distancing measures, we have introduced new ways to help them access the products that they need such as click and collect and home deliveries.



**CLICK TO HEAR
WHAT OUR
MEMBERS SAY.**



ACCESS TO FOOD AND ESSENTIALS MADE EASIER.

OPEN FOR MORE

We've extended our community reach to ensure that all those who are located in areas of deprivation where we have a Company Shop but not a Community Shop, can now use Company Shop, so that they can access the deeply discounted food and essential household items that they need.

We have reorganised our processing areas to build food boxes at scale for local authorities and charities who are supporting the most vulnerable and isolated.

During this crisis, we have also widened our key worker access to include carers and those who are in front line public service roles.



**WE ARE
CONTINUING TO...**

**SUPPORT OUR INDUSTRY
PARTNERS WITH A
COMMERCIAL RETURN
FOR THEIR STOCK.**

**WORK WITH OUR
PARTNERS TO DELIVER
THEIR INDIVIDUAL
COVID-19 RESPONSE PLANS**

**UNLOCK THE POWER OF
SURPLUS BY GETTING FOOD
AND ESSENTIALS TO THOSE
WHO NEED IT MOST.**

NOW MORE THAN EVER.

COMPANY SHOP GROUP

JOHN MARREN, FOUNDER AND CHAIRMAN.

OUR HEARTS ARE WITH ALL OF OUR COLLEAGUES AND THEIR FAMILIES.

WE ARE PROTECTING AND REWARDING OUR OWN SURPLUS SUPERHEROES WHO ARE ENSURING THAT, EVERY DAY, OUR HIGH STANDARDS AND SERVICE LEVELS FOR BOTH OUR COMMUNITIES AND OUR INDUSTRY REMAIN IN PLACE.

As each day passes under the cloud of COVID-19, we continue to live and work in challenging times, unprecedented in every way.

For five decades, Company Shop has championed the power of surplus; commercially, environmentally and socially, serving our amazing industry, and welcoming today's key workers as our members. We are proud to work with major retailers and household brand owners to ensure that, through our interventions, surplus products can be used for their intended purpose, whether that be eaten, used or worn.

IN 2012 (AND I WAS OVER 60!), IT WOULD HAVE BEEN REALLY EASY TO RETIRE. BUT, SEEING THE SOARING NUMBERS OF PEOPLE SLIPPING INTO FOOD POVERTY, AND HAVING TO RELY ON FOOD BANKS TO PUT A SQUARE MEAL ON THE TABLE, I KNEW THAT WE COULD HELP THE MOST VULNERABLE IN SOCIETY.

Leveraging the Company Shop business model, I knew we could help to close the gap between the good food that was wasted across the industry and the people who were being forced to choose between eating and heating. Crisis measures, such as food banks, are a critical aid to help desperate people, but I wanted us to tackle the root causes of food poverty and break the cycle of deprivation. People need a hand up, not a hand out. And so, our award-winning social enterprise, Community Shop was born.

Little could I know just how important Community Shop would be in our unprecedented world of today. Our Group model has turned on its head. Social has over-taken commercial (that's not to say commercial isn't important, because we all still have to pay the bills). But during this time, as we pull together for the greater good, we are all working to support those who, for whatever reason, find themselves vulnerable, isolated and needing support.



The success of our business is built upon a wealth of strong relationships. Over the past few weeks we have turned to many of our industry partners for support and each one has already helped in so many ways. I extend my deepest gratitude to all these partners.

We are a family business, with our colleagues key in that family. Through colleague shielding alongside physical, operational and process changes, we are continually reviewing and investing in our social distancing measures across all areas of the business, both in line with the latest Government advice and importantly the views from our colleagues. It is our own Surplus Superheroes that are, every day, ensuring our high standards and service levels for both our communities and our industry remain in place. My heart is with our colleagues and their families throughout this Covid-19 challenge.

We are proud to be a business that has withstood the test of time, economic changes and all kinds of market fluctuations, for no fewer than five decades. Everything that we are doing today, environmentally, socially and commercially gives us confidence to look forward to what the next five decades of surplus brings. We call it Corporate Surplus Responsibility.

With gratitude and kindest regards,

Stay well

DAY IN. A CRACKING SURPRISE FOR OUR HEROES!



275,904 EASTER EGGS HAVE BEEN DELIVERED TO NHS AND CARE HOME STAFF AND PEOPLE AT RISK OF FOOD POVERTY AROUND THE COUNTRY, AS A SWEET THANK YOU TO THE FRONT-LINE HEROES LEADING THE FIGHT AGAINST CORONAVIRUS.

The eggs, enough to make a pile higher than 125 Eiffel Towers, were donated by Cadbury and delivered by Company Shop Group. The aim was to give thousands of hard-working people a much needed 'pick me up' at this time of unprecedented national challenge. The initiative was born out of the long-standing partnership between Company Shop Group, Cadbury and the confectionery custodian Mondelez International. It is part of Company Shop Group's support for the nation's efforts to combat Coronavirus.

"As the UK's favourite chocolate brand, we're pulling out all the stops to support those making such incredible self-sacrifice. We've been making Easter eggs for nearly 150 years and know how excited people get for this time of year – which is more important now than ever before. It needed an expert partner to deliver a quarter of a million Easter eggs to thousands of people in just a few days, and this would not have been possible without Company Shop Group's infrastructure and capabilities."

Claudia Miceli, Senior Brand Manager at Cadbury.



DAY OUT. EVERTON IN THE COMMUNITY AND COMMUNITY SHOP JOIN FORCES TO SUPPORT THOSE IN NEED.

EVERTON'S BLUE FAMILY INITIATIVE HAS RECEIVED A WELCOME BOOST FROM COMMUNITY SHOP, WHO HAVE COMMITTED TO DONATING 100 EMERGENCY FOOD PARCELS EACH WEEK FOR EVERTON IN THE COMMUNITY TO DISTRIBUTE TO THOSE MOST IN NEED DURING THE CORONAVIRUS PANDEMIC.

The team at Community Shop reached out to Everton Football Club's official charity to pledge its support to the Blue Family campaign and will be donating 100 emergency food parcels a week for three months which will then be distributed to elderly, vulnerable and socially isolated members of the community, as well as Blue Mile residents.



"WE ARE INCREDIBLY PROUD TO BE WORKING SO CLOSELY WITH EVERTON IN THE COMMUNITY ON THIS INITIATIVE AND BY WORKING TOGETHER WE ARE HELPING TO PROVIDE A LIFE-LINE TO OUR LOCAL COMMUNITIES AT A TIME WHEN THEY NEED US MOST."

Natalie Brown,
Head of Community Shop.

Community Shop has already donated 200 food parcels packed with essential items such as pasta, rice, cereal, tinned items, UHT milk and biscuits and is exploring additional ways to support local families living in poverty with donated food supplies targeted at children.