

## SWA responds to consultation on HFSS

The Scottish Wholesale Association recently sought the views and input of members as part of our response to the Scottish Government's consultation on food high in fat, sugar and salt (HFSS).

We have been consulting with the Scottish Government to help it understand the potential £250m plus sales impact that its HFSS consultation could have on the wholesale sector.

This has enabled us to have input into a wholesale-specific Business Regulatory Impact Assessment (BRIA) – and, crucially, it will allow SWA to hear your concerns as well as collate a comprehensive response to the consultation.

SWA intends to host a round-table meeting with members to discuss our response and also a depot visit with the Scottish Government.

To help us prepare our

response and formulate clear red lines, please participate in the BRIA submission.

Please refer to the information on our [website](#).

The consultation closes on January 9, 2019 so please share your views/concerns with us as soon as possible.



## What's included in HFSS?

This policy's primary aim is to reduce the public health harm associated with the excessive consumption of calories, fat, sugar and salt.

The Scottish Government has identified the food and drink categories that are typically high in fat, sugar and salt and yet provide little or no nutritional benefit necessary for a healthy diet. These foods are optional and are therefore referred to as 'discretionary foods':

- Confectionery
- Sweet biscuits
- Crisps
- Savoury snacks
- Cakes
- Pastries
- Puddings
- Soft drinks with added sugar



# Scottish Politician of the Year 2018

## Count down to the Scottish Wholesale Achievers Awards 2019

Judging of Scottish Wholesale Achievers has reached the final stages and SWA thanks all entrants, supporting suppliers and independent judges for their sterling efforts.

A few spaces remain available at the awards dinner which takes place on Thursday, January 31 at the Sheraton Grand, Edinburgh.

To avoid disappointment, please contact Joanne Mathieson as soon as possible; [joanne@scottishwholesale.co.uk](mailto:joanne@scottishwholesale.co.uk) or 0131 556 8753 to book your place at the Scottish wholesale industry's highest-profile event.



*Margaret Smith and Colin Smith are pictured with Alison Culpan, Scotland director of the Association of the British Pharmaceutical Industry (ABPI), Charandeep Singh, head of external relations at Scottish Chamber of Commerce Photograph: © Newsquest Scotland Events/Stewart Attwood*

Edinburgh's Prestonfield House was the venue for the 2018 Scottish Politician of the Year awards, a key networking event at which the SWA took a table and saw Jeane Freeman, Cabinet Secretary for Health and Sport, named Politician of the Year.

SWA President Julie Dunn, executive director Kate Salmon and Colin Smith, chief executive (designate) hosted the table with guests including Jackson Carlaw, deputy leader of the Scottish Conservative Party and MSP for Eastwood,

Angela Constance, the SNP MSP for Almond Valley and former Cabinet Secretary for Communities, Social Security and Equalities and Ash Denham, the SNP MSP for Edinburgh Eastern and Minister for Community Safety.

Also in attendance was Jon Mack, general manager at Bidfood Scotland, John Mills, deputy managing director of Unitas Wholesale, Margaret Smith of Caledonia Public Affairs, and Marc Crothall, chief executive of the Scottish Tourism Alliance.

Colin Smith said: "This was an excellent event which gave SWA an ideal opportunity to meet MSPs, MPs and key decision-makers in a relaxed and convivial environment. We were pleased to host three MSPs at our table and were able to discuss some of the current issues directly affecting our members."



## Meeting with Food Standards Scotland to discuss OOH strategy

SWA hosted a meeting with Food Standards Scotland to discuss the Scottish Government's Out of Home (OOH) strategy with representatives from Bidfood Scotland, Booker, Brakes, Paterson Arran and Unilever Foodsolutions in attendance, along with Heather Peace, head of public health nutrition at FSS.

FSS is currently inviting views from the public, the out-of-home (OOH) food sector and all interested organisations

on proposals to give people healthier options when they're eating out.

According to FSS, many out-of-home options are skewed towards less healthy choices, and large portion sizes, excess calories, added sugars and lack of fruit and vegetables which can cause people to eat more calories than they realise or intend.

Under the proposals, food outlets could have to clearly display to customers the nutritional content of each meal and also potentially limit the

number of calories they are allowed to provide in one portion under options being considered in the consultation.

[The consultation](#) remains open for responses until February 28, 2019. Responses will be used to provide recommendations to ministers for OOH Strategy for Scotland.

Please participate in the consultation and also send your views and concerns to SWA – we will be responding on behalf of our members.

## Alcohol in the spotlight again

As the Scottish Government steps up its strategy to tackle alcohol harm its latest proposals include curbs on the marketing of alcoholic drinks to protect children along with proposals to consult on alcohol marketing in areas such as public spaces and online.

Under the 'Alcohol Framework 2018: Preventing Harm', the Scottish Government will press the UK Government to impose a 9pm watershed for alcohol advertising on TV. Restrictions on advertising in cinemas are also proposed.

In addition, alcohol producers will be urged to put health information on labels, and the current minimum unit price (MUP) of 50 pence will be reviewed after May 1, 2020.

[Alcohol Framework 2018: Preventing Harm](#)

## Minimum Unit Pricing

In regard to minimum unit pricing (**MUP**), the Scottish Wholesale Association looks forward to hearing from the Scottish Government on clarification and confirmation of the point that MUP does not apply to sales to trade. SWA is very much in favour of this and it confirms our view in previous submissions.



## Welcome to new SWA members

The Scottish Wholesale Association would like to extend a very warm welcome to five new members: Fife-based Adamsons Drinks and Allson Wholesale, Arbroath-based berry specialist Angus Soft Fruits, Gloucestershire-based buying group Confex, which represents over 200 members and Glasgow based independent wines and spirits merchant, Inverarity Morton.



## JW Filshill bolsters business development team in north of England



JW Filshill is bolstering its presence in the north of England with the appointment of experienced retail professional Graham Cairns as regional development manager.

Cairns, based in Darlington and covering north-east England, joins the delivered wholesaler after a spell with Beanies Flavoured Coffee, immediately prior to which he had been with Palmer & Harvey for six years. He will report to Jeanette Gordon, Filshill's business development manager for the north of England.

Filshill, which operates the KeyStore retail fascia, sees the north of England as a key strand of its long-term strategy to grow the KeyStore brand. Since Gordon's appointment in February, the wholesaler has grown its business in the region by 50% year on year.

## **SWA continues to engage with Scottish Government on DRS**



As widely reported, the Scottish Wholesale Association has strongly opposed the Scottish Government's proposals to implement a deposit return scheme (DRS). It is highly likely that a scheme will be implemented and it is imperative that we work with stakeholders to ensure Scotland's scheme is the right one for our members.

SWA has been pragmatic in engaging

with both the Scottish Government and Zero Waste Scotland to ensure that whatever DRS system is adopted is as effective as possible – and, crucially, minimises disruption and costs to SWA members.

Although the official consultation on DRS has closed, Zero Waste Scotland is continuing to work with us and others in developing the final scheme design. Indeed, as we enter this critical next

phase. Zero Waste Scotland is actively encouraging stakeholders to get involved.

SWA has always acknowledged and shared the Scottish Government's aim of increasing recycling rates, tackling litter and improving the quality of recycle but we will continue to reiterate that Scotland already has a fully developed household kerbside recycling system.

## **E-commerce and Digital Marketing Workshop**

The SWA's recent e-commerce and digital marketing workshop was over-subscribed with participants describing it as "thought-provoking", "very interactive" and "informative".

Delivered in partnership with Mars Wrigley and facilitated by 121 HR Solutions, the workshop led by Baran Ceylan, digital and eCommerce multichannel lead at Mars Wrigley Confectionery UK.

Sue Man, group marketing manager at JW Filshill, said: "It was enjoyable and thought-provoking. The content covered was very relevant to the ecommerce and digital marketing goals JW Filshill has as a business, and I look forward to implementing and measuring some of the suggested opportunities."

At Dunns Food and Drinks, marketing executive Niall Deveney said the workshop had been "very well delivered" and would help Dunns to take a more structured approach to digital growth.

Hope Flynn, marketing graduate trainee at Dunns, added: "In the future when we decide to grow certain aspects of the business we will use the digital growth formula and follow a more strategic/structured approach to grow our online business."

## SWA Brexit Lunch with RBS

### Online tool to help businesses prepare for Brexit

A new online tool to help Scottish businesses identify how they could be affected by Brexit and what they can do to prepare is now available.

The website <http://www.PrepareforBrexit.scot> is a one-stop shop to help companies prepare for Brexit. It includes an online self-assessment tool as well as expert advice, events and workshops, and financial support.



Attendees included (LR): Scott Dryburgh, Dunns Food and Drinks; Joanne Mathieson, SWA; Marc Crothall, chief executive, Scottish Tourism Alliance; Lesley Stark, RBS; Caroline Loudon, partner at TLT Solicitors; Margaret Smith, Caledonia Public Affairs; Kate Salmon, executive director, SWA; Neil Parker, RBS; Colin Smith, chief executive (designate), SWA; Karen Peattie, SWA PR consultant.

Scottish Wholesale Association attended a Brexit lunch, in association with RBS, in Glasgow last month.

The lunch, hosted by Lesley Stark, relationship director at RBS, gave SWA members and other guests an opportunity to pose Brexit-related questions to RBS strategist Neil Parker, and highlight their concerns about leaving the European Union.

A number of key points were raised, including: concerns about labour given many wholesalers employ European migrant workers; and imported goods, tariffs and trade barriers.

Concerns were also raised that if a free trade agreement is not reached then the food and drink wholesale distribution sector will face further upward pressure on suppliers' prices.