

To our supplier partners

Covid-19 is a challenge to all of us in the food supply chain and by working together we have risen to the task of feeding the nation under these extraordinary conditions.

Your wholesale distribution partners are doing all they can to protect the amazing diversity of businesses that they supply and support across the country and islands, keeping your products flowing onto and off their shelves.

You will be aware that with the closure of the hospitality sector many foodservice wholesalers have lost up to 90% of turnover, but wholesale distribution networks have never been more important to hospitals, care homes, critical workplaces and local stores. We at FWD and SWA are working alongside Government to protect the supply to frontline staff in vital services and the sheltered and vulnerable, who now rely on us more than ever.

However, with no cash flowing in and the fixed high costs of wholesale distribution, it is rapidly becoming impossible for some wholesalers to meet immediate obligations to supplier partners. The Government's package of financial measures for businesses will take time to reach wholesalers. Many are now extending debts to ensure they can pay you, serve their remaining customers, and maintain a diverse route to market for your brands and products when the foodservice industry's doors start to reopen.

We have asked our foodservice customers that the financial assistance they receive from the Government be used to pay outstanding invoices, so that cash can flow up the supply chain, to wholesalers and on to you. Our request to you is: please consider requests for extended credit from our members until they receive payment from their own customers.

On the retail side we have seen huge uplifts in demand across the board as households switch from eating out to eating in. This has seen some welcome growth in some categories like canned goods and home baking, but to meet this overall increase in demand, we ask you to ensure that you are supplying and supporting wholesalers on a fair basis. This may include the following:

- Allocations and stock availability – we need stock from you as ordered
- Price Marked Packs - these are crucial for independent retailers, so please do not remove from your offer unless absolutely necessary, but if you do, please offer the same case price on plain as PMP so consumers aren't paying more at this vital time
- Range reductions – if you are rationalising ranges, please ensure the packs for independents remain in your business
- Promotions – whilst stock availability is crucial, we should still offer promotions where possible.
- Credit limits – as demand increases, please review them where necessary

These are challenging times for everyone, but now is the time to work together, so we ask you to work with your wholesale partners, help them whenever and wherever you can, and help us keep this vital route to market supplied and supported.



Coral Rose
Chairman FWD



Julie Dunn
President SWA



James Bielby
Chief Executive FWD



Colin Smith
Chief Executive SWA