



# BECOME A SUPPLIER MEMBER



SCOTTISH WHOLESALE ASSOCIATION

The voice of the Scottish Food, Drink and Allied Trades



# DELIVERING THE BEST ROUTE TO MARKET

The Scottish Wholesale Association is the official trade body for Scotland's food and drink wholesaling sector.

Our members are 'the wheels to Scotland's food and drink industry' and range from single-depot, family-owned companies to national wholesale groups. They supply products to Scotland's five thousand independent convenience stores, thirty thousand catering, hospitality, tourism and leisure businesses and all public sector establishments.

Our aim is to create a viable, sustainable future for wholesale and the best route to market for its suppliers. We offer numerous opportunities for suppliers to establish themselves in this market, as well as reinforcing current relationships with individual wholesalers and the industry as a whole.

If you are interested in developing your business through wholesalers in Scotland, please join the Scottish Wholesale Association.

**COLIN SMITH, CHIEF EXECUTIVE**





## ACHIEVERS

Our Scottish Wholesale Achievers awards recognise and reward excellence among wholesalers and suppliers. They promote best practice with the aim of raising standards across the industry.

The awards are presented at a prestigious dinner, which provides a platform for suppliers to network and promote their business.

Our Achievers awards give sponsoring suppliers greater access to existing and potential customers and better insight into the inner workings of wholesale businesses.

## ANNUAL CONFERENCE

Our Annual Conference offers a valuable opportunity for suppliers to meet wholesalers and take advantage of thought-provoking business sessions plus social activities.

We have introduced a 'local sourcing' exhibition at our conference and will continue to promote the local agenda in 2021. Our strategy for driving sales of Scottish products through the wholesale industry and our new 'Local Sourcing Strategy' project are both designed to benefit local and regional suppliers.



## TRAINING AND MENTORING

Improving skills is crucial to the future of wholesaling in Scotland and we are committed to investing heavily in this area. Our training is tailored to the needs of our members – both wholesalers and suppliers – with our recently launched [swatraining.co.uk](http://swatraining.co.uk) offering FREE online courses to all members and their staff.

Our mentoring programme is open to both wholesalers and suppliers with the aim of nurturing emerging talent.



## LOBBYING AND LEGISLATION

The Scottish Wholesale Association has created strong links with the Scottish Government, individual ministers and especially with the food and drink team. This is enabling us to influence policy and have our voice heard on new legislation and sector impacts, including EU Exit and Covid-19.

We are also recognised and known as the industry representative within Scotland's local authorities where our members operate, and in regional enterprise agencies as well as amongst partners in the food and drink, tourism, retail and hospitality sectors.

Our lobbying has covered everything from alcohol minimum unit pricing (MUP) to the Workplace Parking Levy, Non-Domestic Rates reform to marketing restrictions on high in fat, sugar or salt (HFSS) food, and the proposed ban on single-use plastics.

In 2020, during the Covid-19 crisis, we managed to secure over £7 million for our wholesaler members – a £5.5 million Scottish Wholesale Food and Drink Resilience Fund and £1.9 million in Pivotal Enterprise Resilience Fund grants. This funding made a huge difference to the survival of many wholesalers, protecting the customer base that is so important to suppliers.

The Scottish Wholesale Association is to become a founding member of Scotland's Deposit Return Scheme – the first in the UK.

## SUSTAINABILITY PROJECT

2021 sees a UK 'industry first', with the launch of our 'Decarbonisation of the Wholesale Industry' project. This will help our members, and industry, create a greener and more sustainable food and drink supply chain.

Initially looking at our fleets and cold storage carbon footprint of the Scottish wholesale industry, the outcomes will be used to give recommendations and highlight opportunities for reducing our environmental impact.

The wholesale industry could become Scotland's first 'commercial test bed' of hydrogen fuel cell and electric vehicle (EV) technologies, and we encourage suppliers to get involved in this ground-breaking project.



# RETAIL & FOODSERVICE STRATEGY MEETINGS

We offer suppliers face-to-face meetings with the wholesale members' strategy group to discuss non-competitive issues. Through these meetings, supplier members can gain insight into the Scottish market from wholesalers who come together to represent the industry, rather than their individual companies.



## LOCAL SOURCING PROJECT

The Scottish Wholesale Association sits on the Food Tourism Strategy Group and was a member of the Scottish Government's Tourism Recovery Taskforce. One recommendation from this was to increase the consumption and promotion of Scotland's food and drink produce.

Our own 'Local Sourcing Strategy' is about connecting more local, regional and national wholesalers with local and regional producers, suppliers and food groups. The objective is to help distribute more 'local' goods onto the shelves of Scotland's five thousand convenience stores and onto the plates in the thirty thousand hospitality, tourism and leisure outlets.

We are the 'wheels' to helping our supplier members distribute more.

**“THROUGH TRAINING, TRUST AND BUILDING RELATIONSHIPS, THE SCOTTISH WHOLESALE ASSOCIATION CREATES A STRONGER, WELL CONNECTED, SCOTTISH WHOLESALE INDUSTRY, WHERE ALL FOOD AND DRINK DISTRIBUTORS CAN UNITE WITH ONE SHARED VOICE”**

SWA mission statement



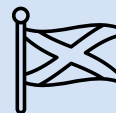
**£2.9bn**

Value of the Scottish  
wholesale industry



**> 6,000**

Staff employed by SWA  
wholesale members



**54,000**

Scottish jobs supported by the  
Scottish wholesale industry



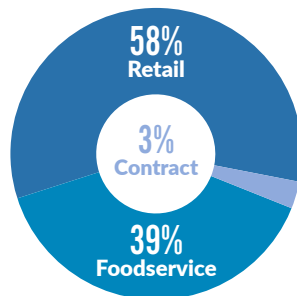
**£1.7bn**

Value added to the Scottish  
economy by these jobs

## ROUTE TO MARKET

Wholesaling is an effective and efficient route to multiple types of markets and additional resource to sell your products.

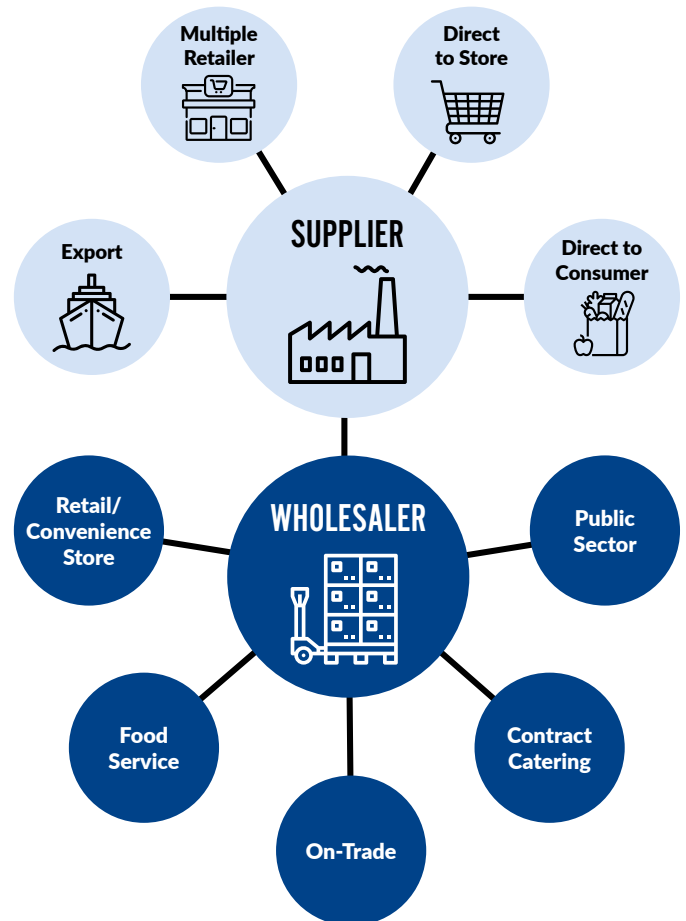
## WHOLESALE MARKET SPLIT



## BECOMING A SUPPLIER MEMBER

The Scottish Wholesale Association's work helps to make our sector resilient to challenges and ready to capitalise on new opportunities.

A robust Scottish wholesale sector is of major benefit to suppliers; join us to strengthen your relationships with wholesalers and help us to protect and promote this vital £2.9 billion industry.



# COLLABORATION CONSULTATION COMMUNICATION

SWA guiding principles



**SCOTTISH WHOLESALE ASSOCIATION**

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