

# SOLVING PROBLEMS THROUGH SURPLUS

**Sally Wake**

Head of Strategic Partnerships

# WHO ARE COMPANY SHOP GROUP?

## **COMPANY SHOP GROUP**

is the UK's leading redistributor of surplus food and household products and proud home to our amazing social enterprise, Community Shop.

For 50 years we have been turning problems into potential.



**TURNING  
PROBLEMS  
INTO  
POTENTIAL.**

# CORPORATE SURPLUS RESPONSIBILITY

FINANCIAL



**SURPLUS**



SOCIAL



**COMPANY SHOP**

## Community Shop

Surplus products purchased are sold in our Company Shop stores to our members who work in the FMCG food supply chain, Fire Brigade, the NHS, care workers, the emergency services, and those on means-tested benefits. Products in Company Shop are typically over 50% off retail prices, reflecting their status as surplus, and helping stretched budgets to go further, while saving waste!

Donated surplus goes to Community Shop, a pioneering social enterprise based in some of the most low-income communities across the UK. Membership to the store is open to those who receive some form of welfare support and live locally. Members can purchase deeply discounted products and the revenues raised are used to deliver professional, personal development programmes supporting members to live fulfilling lives, building stronger individuals and more confident communities.



**36**  
UK  
LOCATIONS  
INC. 12 SUPERSTORES

**OVER 830**  
CSG TEAM  
MEMBERS

**OVER 250,000**  
UNIQUE MEMBERS WHO  
SHOP WITH US

**2.5**  
MILLION  
CUSTOMER  
TRANSACTIONS IN 2018

**95%**

OF MEMBERS SAY THEY  
FEEL MORE CONFIDENT  
ABOUT MONEY

**91%**

SAY THEIR  
PHYSICAL WELLBEING  
HAS IMPROVED

**95%**

SAY THEY ARE  
EATING MORE  
HEALTHILY

WE'VE RETURNED OVER

**£18.2m**

TO OUR SUPPLY CHAIN  
PARTNERS IN 2018



WE'VE RETURNED

**£125m**

IN THIS WAY IN THE  
LAST 10 YEARS



**OVER 75**  
MILLION  
UNITS  
HANDLED DURING  
2019

**6,259**

TOTAL NUMBER OF  
HOUSEHOLDS SERVED

**750**

MEMBERS HAVE MOVED  
IN TO LEARNING & DEVELOPMENT



**542**

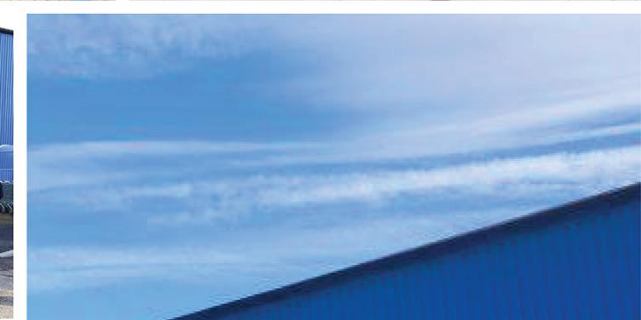
MEMBERS HAVE MOVED  
IN TO FULL TIME WORK

**COMPANY SHOP GROUP**

Statistics taken from the latest published reports

Home to award-winning social enterprise  
**Community Shop**

**TURNING PROBLEMS INTO POTENTIAL**



# WHAT DOES A COMPANY SHOP LOOK LIKE?

## WE ARE A SUPERMARKET LIKE NO OTHER (albeit we do look like a supermarket!)

Across the UK, our 12 members-only stores give our customers amazing prices, quality brands and a surprise around every corner.

Our shelves are stocked with an ever-changing range of surplus products that might otherwise have gone to waste. The unpredictability of this stock is a massive logistical challenge, but we have the infrastructure, expertise and experience to deal with it.

Membership is open to the FMCG supply chain, the NHS, care workers and the emergency services, helping to stretch hard-working families budgets further.

Those on means-tested benefits can also be members.

**COMPANY  
SHOP**  
GROUP



...the next step in creating social enterprise  
**Company Shop**  
...TURNING PROBLEMS INTO OPPORTUNITIES

# WHAT CAN BE REDISTRIBUTED?

## ALL CATEGORIES

Fresh

Chill

Frozen

Ambient

Beers, Wines & Spirits

Non food

Pet care

Household

Personal care

Homeware

Flowers, etc

Consumables

Clothing

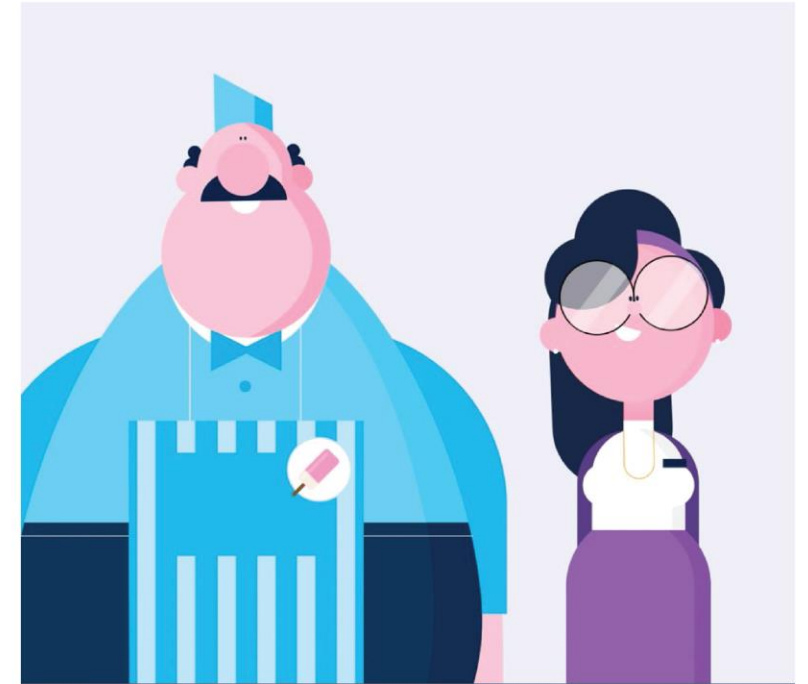
- ✓ Work in progress & ingredients
- ✓ Trial products & NPD
- ✓ Seasonal & promotional products
- ✓ Old packaging, de-lists & rebrands
- ✓ Over production & overstocks
- ✓ Specification or quality rejections
- ✓ Stock with foreign labels
- ✓ Products for 'chill to freeze'
- ✓ Part pallets
- ✓ Tempered surplus
- ✓ Manufacturing errors
- ✓ Damaged products
- ✓ Underweight or light fills
- ✓ Misaligned packaging
- ✓ Bulk products
- ✓ Short shelf life

**plus many more...**

# HOW OUR MODEL WORKS...



AN OVERVIEW OF REDISTRIBUTION



SEE DAVE & DEBBIE EXPLAINING MORE  
ABOUT HOW DONATION ACTIVATION  
WORKS FOR THEM







# WHAT DOES A COMMUNITY SHOP LOOK LIKE?



**WE ARE A COMMUNITY STORE LIKE NO OTHER  
(albeit we do look like a convenience store!)**

Across the UK, our 6 members-only stores give our customers deeply discounted prices, quality brands and a surplus surprise around every corner.

Our shelves are stocked with an ever-changing range of surplus products that might otherwise have gone to waste. The unpredictability of this stock is a massive logistical challenge, but as a part of the Company Shop Group, we have the infrastructure, expertise and experience to deal with it.

Membership is open to those who truly need it most. All Community Shop members are in receipt of a means-tested benefit and live within the top 10% most deprived areas of the UK.





## COMMUNITY STORE

THESE STORES SELL EVERYTHING YOU'D EXPECT FROM A LOCAL SUPERMARKET, BUT AT DEEPLY DISCOUNTED PRICES.

All their high quality food, drink and household essentials are from donations made by retailers, manufacturers and brands, helping to feed families and stop good products going to waste.

**Community Shop**



## COMMUNITY HUB

THE MONEY WE MAKE IN EACH COMMUNITY STORE FUNDS A COMMUNITY HUB.

It's here that members build their confidence and independence using The Success Plan. By providing group conversations, training and personal development, it helps people build on their strengths and overcome barriers in their lives.



## COMMUNITY KITCHEN

OUR COMMUNITY KITCHENS ARE WELCOMING SPACES WHERE PEOPLE CAN SIT DOWN AND GET SOME GOOD QUALITY FOOD AT A GREAT PRICE. BUT THEY'RE MUCH MORE THAN THAT.

They also run a range of events and family activities to get people out of the house, get strangers talking and bring communities together.

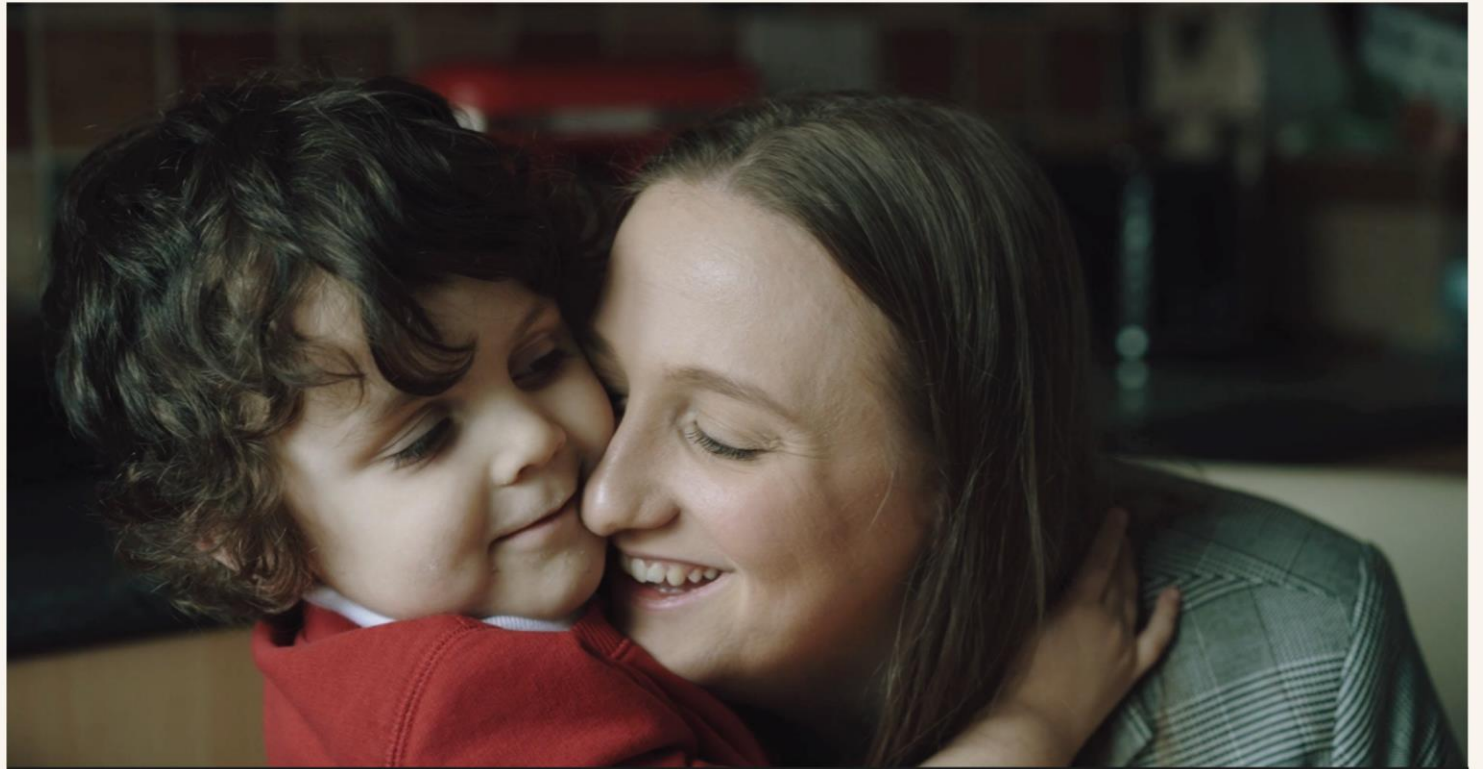
**OPEN** FOR MORE

# USING SURPLUS TO DRIVE POSITIVE LONG-TERM CHANGE

WE THINK THAT EVERY COMMUNITY HAS THE ABILITY TO THRIVE, SO WE ENCOURAGE OUR MEMBERS TO BUILD ON THEIR ASSETS AND TO FOCUS ON WHAT IS STRONG.

"CONFIDENCE BUILDING,  
LAUGHTER, PROBLEM  
SOLVING, MEETING NEW  
LIFELONG FRIENDS, GREAT  
MEALS, AMAZING STAFF...  
WHAT MORE COULD YOU  
ASK FOR!"

MARIE - COMMUNITY SHOP MEMBER



LET NATALIE TELL  
YOU HER STORY



# THE TRUSTED SOLUTION

WE ARE TRUSTED BY OVER 800 OF THE UK'S SUPERMARKET RETAILERS AND MULTI-NATIONALS, TO PROTECT THEIR BRANDS, INCLUDING...



ASDA



Iceland



BAKKAVÖR



M&S  
EST. 1884



Cocado



TESCO



KERRY



Mondelez International



Warburton's



# OUR SUSTAINABILITY CREDENTIALS

OUR ANNUAL SUSTAINABILITY REPORT GIVES A FLAVOUR OF WHAT WE ARE DOING.



WE ARE ALSO PROUD TO REGULARLY BE RECOGNISED BY OTHERS FOR OUR WORK:

- Queens Award for Enterprise in the Sustainable Development category
- The Lloyds Bank National Business Award for Positive Social Impact
- FDF Award for Innovation
- John Marren - IGD Lifetime Achievement Award for services to the industry
- Grocer Gold 2020 finalist for 'Waste Not, Want Not' Award
- Growing Business Awards 2020 finalist for Positive Impact Award
- FDF Awards 2020 finalist for Community Partner Award
- FDF Awards 2020 finalist for Campaign of the Year Award (for our Surplus Super Heroes campaign)



# RE-LABELLING

Products sold via our retail outlets need to conform to UK F.I.R. labelling regulations.

To ensure all stock we sell is labelled correctly we have the following capabilities:

- 1: Trained labelling team who can create F.I.R. compliant labels
- 2: Online labellers  
Linked to check weigher so can add weight to each label  
Labelling of frozen, ambient and chilled
- 3: F.I.R. compliance includes  
Product description  
Ingredients – allergens in bold  
Nutritional information  
Storage instructions  
Cooking instructions (if applicable)  
Freezing instructions (if applicable)  
Weight  
Company Shop Group details



**COMPANY SHOP GROUP**

**Foreign market that doesn't meet UK labelling regulations**

CSG re-label with compliant information



**Fixed weight packs some are underweight...**

CSG put through check weight label line and apply new label with correct weight and price



**Chill to Freeze**

Product coded with use by date, slow sales so risk of going to waste – CSG put through chill to freeze process (Assured advice from our Primary authority) and apply label with new best before date agreed with supplier



**Missing Allergen**

CSG apply label with allergen details to inform our member



**WIP (Work in progress) – part of a ready meal**

Out of specification, packed into a tray with clear film - CSG make retail ready by applying a F.I.R. compliant label



**Peak Sales Tempering**

At Christmas etc, low sales and coded with Dec 25th – CSG can temper and then relabel with new use by date agreed with supplier



Home to award-winning social enterprise **Community Shop**

**TURNING PROBLEMS INTO POTENTIAL**

# CASE STUDY: The Wright Partnership

## SITUATION:

Brexit delays led to supermarket rejecting 120 pallets of stock that was below minimum date requirement.

## ACTION:

We worked with the Wright Partnership and agreed a part purchase and part donation solution.

We provided a simple logistical solution, collecting all stock, taking it to our DC for sorting and redistributing it to our stores.

## RESULT:

Over **40** pallets as a 12 for £1.00 deal with all donations going to our award-winning social enterprise, Community Shop.



**150,000**  
Units saved from landfill

Remaining pallets were part and parcel of a giveaway in stores as a 'Thank You' to members for their continued support.

# CASE STUDY: Bottle Wash

## SITUATION:

When glass drinks bottles are being moved about, they can sometimes get damaged. One bottle in a case may get broken or a bottle may get separated from a multi-pack. This can mean perfectly good products could go to waste.

## ACTION:

Investment in a new inline bottle washing plant at CSG's distribution centre, giving a safe and environmentally positive way to remove broken glass and wash away sticky residues - allowing redistribution of single bottles.

## RESULT:

Laborious manual processes were replaced, increasing capacity 5-fold, saving products, saving bottles and saving money too.



“Working with Company Shop Group allows Asda to divert no longer saleable but still consumable bottles and cans of beers, wines, spirits and soft drinks that otherwise would have gone to waste.

There are many reasons why these items become un-saleable. For example a damaged item in a pack, split outer packaging or where the selling barcode is on the case or the barcode is no longer readable.

This collaboration has been possible through Company Shop Group's investment in an inline bottle washer which has provided the much needed capacity for a sustainable solution. They are able to sort and wash for redistribution.

This partnership ensures that we reduce our environmental impact while receiving a commercial return.”

**Karen Todd**

Senior Manager, Zero Waste Sustainable Business, ASDA

Since 2019 we have sorted and washed

**1,385,722** bottles



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**In a fast changing industry the Luminary Programme is a time efficient mixture of online learning tools and peer-to-peer learning which builds capacity, capability and a movement for change.**



## FLOODLIGHT

FLOODLIGHT casts its light over the problem of waste from an industry perspective. Activities here cover areas including distilling your thinking, the Five Whys Model, and a face-to-face meeting with a mentor at your workplace. A unique chance to talk about your organisation's journey towards change.

## KALEIDOSCOPE

KALEIDOSCOPE - builds on this, and it will give you the skills and confidence to challenge norms, shake things up, and discover different ways of working... In this module, you'll explore disruptive thinking models, your activities will include a 'reverse brainstorm', an imaginative thinking exercise, and a How.Wow.Now.No matrix to complete.

## SWITCH

Change management will be an essential requirement inside your own organisation, with you in control. This module covers topics like decision-making, overcoming barriers and influencing those around you, and it will help to develop the various techniques and power of persuasion you need for effecting change.

## SHINE

SHINE combines mentoring with coaching support to help you develop and implement a relevant and workable plan. Measuring impact and amplifying that impact is the heart of creating a movement of change for a better future. Following this module it really is your time to SHINE!

# QUESTIONS...

FOR LIFE, NOT LANDFILL.

TURNING PROBLEMS INTO POTENTIAL

COMPANY  
SHOP  
GROUP

SCANIA

R 400

COMPANY  
SHOP  
GROUP

Home to award-winning social enterprise  
**Community Shop**

TURNING PROBLEMS INTO POTENTIAL

# THANK YOU.

[surplus@companyshop.co.uk](mailto:surplus@companyshop.co.uk)

[companyshopgroup.co.uk](https://companyshopgroup.co.uk)

or call our surplus hotline:

**0800 211 84 84**