



# BOOKER

Listening to customers in order to meet their needs is critical, enabling Booker to improve choice, quality, price and service

## **Q What are your plans/priorities for foodservice in the coming 12 months?**

Our customers are facing operational and economic challenges on many fronts. At Booker, we are 100% focused on supporting them through the week and months ahead by listening to what they need via our branch listening groups and quarterly customer satisfaction surveys. Our priority is to do our best to mitigate as many of the areas affecting our caterers' profitability by ensuring that we improve our quality, price and service so they can have the products they need at a competitive price and available when they need them.

## **Q How do you plan to bring these to life?**

We survey 40,000 customers each year to ensure we understand them. By listening to our customers - including our special listening groups - we will continue to improve choice, quality, price and service to help them make more and save more. As a result, when we publish our quarterly catering guides we can offer locked-down

**“We are 100% focused on supporting customers”**

prices on the items that our customers value, as well as launch the new products they need to make their business successful. We also offer quality guarantees on our own-brand products to reassure our customers that they'll never get anything sent back.

## **Q Are there any stand-out trends that have emerged on the back of the pandemic?**

Increasingly, our customers are asking for greater choice so that they can cater for the changing dietary requirements of their end consumer, who becoming more demanding. This means that Booker is offering more free-from products than ever before, along with items suitable for both vegetarians and vegans. We have also seen growth in demand for environmentally-friendly products such as compostable, biodegradable and recyclable disposables including food boxes, straws and stirrers.

## **Q How has Natasha's Law affected the way the sector operates?**

The requirement for food outlets to provide full ingredient lists with clear allergen labelling on pre-packed for direct sale foods means that we, as a wholesaler, have to ensure that the products we provide contain the information they need to meet the legislation with their end consumer.