



NATIONAL BUYING CONSORTIUM

National Buying Consortium's priority is aligning suppliers' brand plans with pricing, availability and activity to meet member needs

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

From the group's perspective, our priority is to align suppliers' annual brand plans with pricing, activity and availability. Our members' priorities are simple: competitive pricing, full availability and high customer service levels.

Q How will you bring this to life?

We are enabling our alignment with suppliers' brands plans through better, regular communication with our account managers and including, wherever possible, member forecasts by SKU.

In addition, as members' activity levels grow, we are assisting with bespoke marketing support to ensure their messages are communicated clearly to their customers. We must focus upon our core suppliers that represent significant categories for our members. We are also mindful of the need for innovation and we regularly introduce

“ We are assisting with bespoke marketing support”

new suppliers to members to provide something a little different to the norm.

Q Are there any stand-out trends that have emerged from the pandemic?

Eating out, eating healthily and eating well are the obvious consumer trends. From a wholesaler perspective, there is an emerging trend of supply consolidation – fewer smaller customers for suppliers to reduce costs and mitigate potential credit risks when the industry is under real cashflow pressure. We are experiencing more and more enquiries for our central warehousing and logistics business, NDN, to assist suppliers achieve their goals while still being able to access the channels they want to reach.

Q Is sustainability a key focus for your business in the next 12 months?

It always has been, it just wasn't badged in this way. Wholesalers are a consolidating platform, making it more efficient to get a basket of goods from one place. The greater our efficiency, the more sustainable the industry becomes. From our perspective, we want to ensure our business activities retain high levels of digitalisation, cutting down on the use of goods not for resale.