

IF YOU'RE LOOKING FOR GREAT TERMS AND PROMOTIONS...

Become part of the **Sugro Family** by joining our **Member-Owned** buying group



JOIN TODAY and access our **FREE*** Wholesaler-Branded Ordering App supported with Advertising Opportunities

The ease of instant ordering, in your customer's hands!

- Industry-leading Promotions across Confectionery, Crisps & Snacks, Soft Drinks and Grocery Categories
- Diverse Membership of 82 Wholesalers
- A Group that looks after the Individual Member
- Trade Shows & Growth Incentives with Networking Opportunities
- Loyalty Scheme with Deeper Deals for Retail Club Members
- Automated Rebate Management System to optimise earnings across numerous complex Supplier Trading Agreements, Rebates and Promotional Deals**
- Central Distribution Solution

* Terms and Conditions Apply

** Available from June 2022



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SUGRO UK

Continuing to develop its e-commerce platform and app will enable the buying group to support its 82 individual members

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

As a member-owned buying and marketing group, our focus is always on our 82 individual members – working with them individually to create bespoke business plans to ensure the best results. We have enjoyed 16 years of consecutive growth and we began 2022 with a combined wholesale turnover of more than £1.5 billion. A key focus for the year ahead will be to ensure we remain at the forefront of digital ordering with our app and e-commerce platform.

Q How is the growth of wholesale e-commerce and the use of quick commerce in the channel changing the way you work in the retail space?

Digital is the fastest-growing channel in the wholesale industry. Digitalising wholesale business often results in increased sales, fewer order mistakes and, most importantly, increased customer satisfaction and loyalty.

Our digital partnership with the b2b.store app has been very successful and helped members do business with their customers more efficiently. Since taking up the group

“Our focus is always on our 82 individual members”

app offering, members have seen a substantial increase in average basket size and increased online sales, as well as a significant reduction of costs. Members have also reported 100% customer satisfaction driven by efficiencies of 24/7 ordering system capabilities, as well as improved accuracy, with up to 30% of their turnover now generated online.

Q What are the biggest lessons your business has learned in the past two years?

Regular communication between wholesalers, head office and suppliers is key, as is the ability to explore new opportunities and adapt quickly. We describe Sugro as a family and it is our ‘togetherness’ as well as our commercial success that makes it so successful.

Q Are there any further challenges you foresee impacting retail wholesalers in 2022?

Our priorities are now reverting back to pre-pandemic times, so we have a focus on sustainability, the deposit return scheme and HFSS regulations as these will have a notable impact on retailers and suppliers.

Stock availability remains a challenge as many suppliers are still struggling to achieve 80% service levels or above. Rising costs are also something to be taken into account.