



UNITAS

A member-centric approach, data and influence are the three main priorities for Unitas Wholesale over the coming months

Q What are your priorities in the coming 12 months?

Now we are emerging from Covid, we will be engaging with members both from a Central Support Office point of view, but also at member level. This member-centric approach feeds into range of initiatives that place members at the centre of the business.

Building on a successful CGA on-trade platform, we are rolling out a foodservice data platform with CGA which will provide additional insight, support and understanding, plus this will help make business even more profitable for all.

We will also be looking at ways we can better utilise our influence with members and customers to support suppliers. After all, our members deliver to more than 120,000 outlets, and everything we do is anchored around selling more.

Q After a tumultuous two years, how has the market changed?

Most of the market changes are out of our control, such as inflation, but right now, food to go and quick serve restaurants are leading the market. We are starting to see the 'old

“ Everything we do is anchored around selling more ”

traditional' mature markets rebound with pubs and bars back in growth and overall, the market has shown its resilience.

Q Are there any trends that have emerged post-pandemic?

The food-to-go and quick serve markets have benefitted from lockdowns and these are trend to stay. The emergence of delivery specialists such as Deliveroo and Just Eat mean that culturally and behaviourally, we have are now all happy to pay for the convenience of this type of service.

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

This has had a really important impact on the sector and while it's aimed at pre-packed for direct sale food, most operators have rolled out the principle into their whole operation, ensuring information is shared at all touch points, a fantastic legacy from a backdrop of tragedy.

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

Sustainability is a must for every business. Unitas moved its own brand products into RPET, working closely with suppliers to reduce printed materials, and donating leftover stock from events to local foodbanks.