



# BOOKER

Delivering continuous improvement for its retail customers remains a priority in addition to further digital developments

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

Booker remains focused on delivering continuous improvements for our independent retailers. By keeping up with trends, such as food-to-go and specialist ranges, we can ensure that our retail customers benefit from choice, quality, price and service. As cost of living continues to rise, shoppers will be looking for value and we will support retailers to become that essential, value-added service to their community while prospering as a business.

## **Q How do you intend to bring these ideas to life?**

All independent retailers who operate under the Booker symbol groups are supported to grow their profits through strong, targeted promotions and initiatives, including digital and social media communications. We serve more than 100,000 independent retailers and help them grow by offering products and services that deliver additional revenue.

## **Q How is the growth of wholesale e-commerce and the use of quick**

**“We serve more than 100,000 independent retailers”**

## **commerce in the channel changing the way you work in the retail space?**

Sales and customer numbers continue to grow through our digital platforms. Our key principles around digital developments are: simplicity and ease of use while driving satisfaction and demonstrating choice, quality, price and service.

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

There are still many uncertainties and it is our job to help navigate these for our independent retailers and help them capture sales and profits. Retailers continue to face challenges, including HFSS legislation and national living wage increases, and our focus will remain on helping customers ‘make more and save more’.

## **Q Sustainability is a big topic. Do you have any initiatives to reduce your business’s carbon footprint?**

Booker is the only wholesaler in the UK to achieve four certifications to the Carbon Trust Standard for the second time. The latest round of audits confirm that Booker Group has delivered 12 years of absolute carbon emission reductions. We are delighted to retain the FWD Green Wholesaler Award and the SWA Green Wholesaler Award.