



# CONFEX

Good provenance and local sourcing are high on the agenda within foodservice for Confex over the next 12 months

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

We launched our CORE own brand in May last year, which now has more than 300 products spanning ambient, chilled and frozen. We have already won three awards and now have a 5mm annualised brand, which will only grow exponentially. We plan to extend this range across both foodservice and retail in the coming year.

## **Q After a tumultuous two years for foodservice, how has the market changed?**

We helped many of our foodservice members to pivot into home delivery during the pandemic, which at the time was more out of need than necessity. However, most now see this as a permanent income stream and Confex will be extending our D2C e-commerce platform to foodservice later in the year. Good provenance and local sourcing are high on our agenda within foodservice and we are uniquely positioned with more than 120 wholesalers across the UK who are able to service these ranges.

**“**Confex will be extending our D2C e-commerce platform”

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

Online. E-commerce is the future for wholesale and Confex will continue to invest in digital to ensure our wholesalers grow their market share online. Our wholesalers have always been at the forefront of selling online and Confex has the ability to provide our wholesalers with cost-effective economies of scale when it comes to digital.

We are also seeing a shift towards utilising local wholesalers over the big nationals. Our wholesalers continue to win business over their larger competitors due to great service and a desire from the customer to be serviced by a local business who can offer a more personalised range. Whether it was the pandemic that created or simply speeded up this trend it is hard to tell, but this increase in demand for local Confex wholesalers is something our members are embracing.

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

Confex head office was certified carbon negative last year. We continue to help our wholesalers on their green journeys with the help of our partner Inspired Energy, who this year sponsored the eighth Confex Green Wholesaler Awards. Sustainability remains a key pillar of Confex.