



FAIRWAY FOODSERVICE

For the year ahead, rebuilding its own brand range is a priority for Fairway Foodservice once stock availability stabilises

Q What are your plans in the coming 12 months?

Once stock availability stabilises, we need to rebuild the range in our Fairway brand. Some lines were a casualty of the pandemic where manufacturers reduced their inventory dramatically to have the most efficient production possible. We acquiesced to every request because we understood that 'some stock is better than no stock' and we wanted to help our suppliers as much as possible.

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

The effect on the high street due to a lack of office workers has been well documented, with many outlets closing or changing hands. However, we are seeing that generally, demand is still strong.

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

Plant-based and vegan products are seeing good growth which follows the last big trend of growth around gluten-free products.

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

As yet there's no real sign of an effect

“ We will help members to improve sustainability”

although some outlets' lack of knowledge still needs addressing. There are systems to support caterers, plus wholesalers will help.

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

My understanding of sustainability is to manage life today so it does as little damage to life tomorrow. We all need to reduce the damage done and many small things can contribute to a big effect.

At Fairway we will produce a plan of all the factors that could be changed in a wholesale business to lessen the negative impacts of operations and we will help members to continuously improve their performance in sustainability.

We will also look at what is feasible for us around sourcing to reduce our impact and we will try to adapt our packaging to be less environmentally harmful. We cannot individually change the big things but each business can change things in their business which will help sustainability for all.