

# Changing for good.



WE'RE CHANGING THE FACE OF THE WAY WE DO BUSINESS



**For over 50 years  
Morris & Son has been a  
trusted partner and has  
worked tirelessly to  
repurpose problem stock,  
reduce waste and play a role  
in being a good corporate  
citizen with its approach  
towards the environment.**





**For the past 12 years, our direct to consumer business Approved Food has fulfilled over 1 million orders of perfectly good stock helping numerous organisations fulfil their Environmental and Social Governance goals.**

# And we're about to change...



A black and white photograph of a woman with short, light-colored hair, wearing glasses and large hoop earrings. She is smiling broadly, showing her teeth. She is wearing a dark-colored top and a light-colored apron with dark straps. The background is blurred, showing what appears to be a kitchen or a food preparation area with shelves and various items.

We're going  
to do what we've  
always excelled at...





## ...but with a renewed focus on how we can benefit our customers, our suppliers and society in general



As the exponential growth in consumer goods continues apace, we recognised that we needed to structure ourselves in a different way so that we can continue on our enduring mission to see the good in surplus stock.

In order for us to meet our ambition, as of August 2021, we are going to be organising ourselves in a way that no matter what the Corporate Social Responsibility goals our partners have, we are ideally placed for competitive advantage with the right channels of distribution and customer base for problem or surplus stock.

Our voice is as important as our actions and that is why you will see us speaking up more often about the issues that concern us, and we believe passionately about.

Waste and the environment are just two key topics close to our heart and we want to be far more vocal about them. We will look for every opportunity where we can work closely with government bodies and NGOs to become a trusted authority in these areas who not only talk the talk but walk the walk as well!

We are also the force behind a new social enterprise, Surplus for Good, an organisation with charitable objects that will continue our legacy of donations to worthwhile causes, establish a door-drop service for those in greatest need and offer an education programme around food labelling and the creative use of surplus.





## UNDERSTANDING THE PROBLEM

**Every year, 1.3 billion tonnes of food is wasted globally – that is more than 25% of all of the food we produce – a staggering number. If food waste were a country, it would be the third-largest generator of CO<sub>2</sub> emissions on the planet, behind the USA and China.**

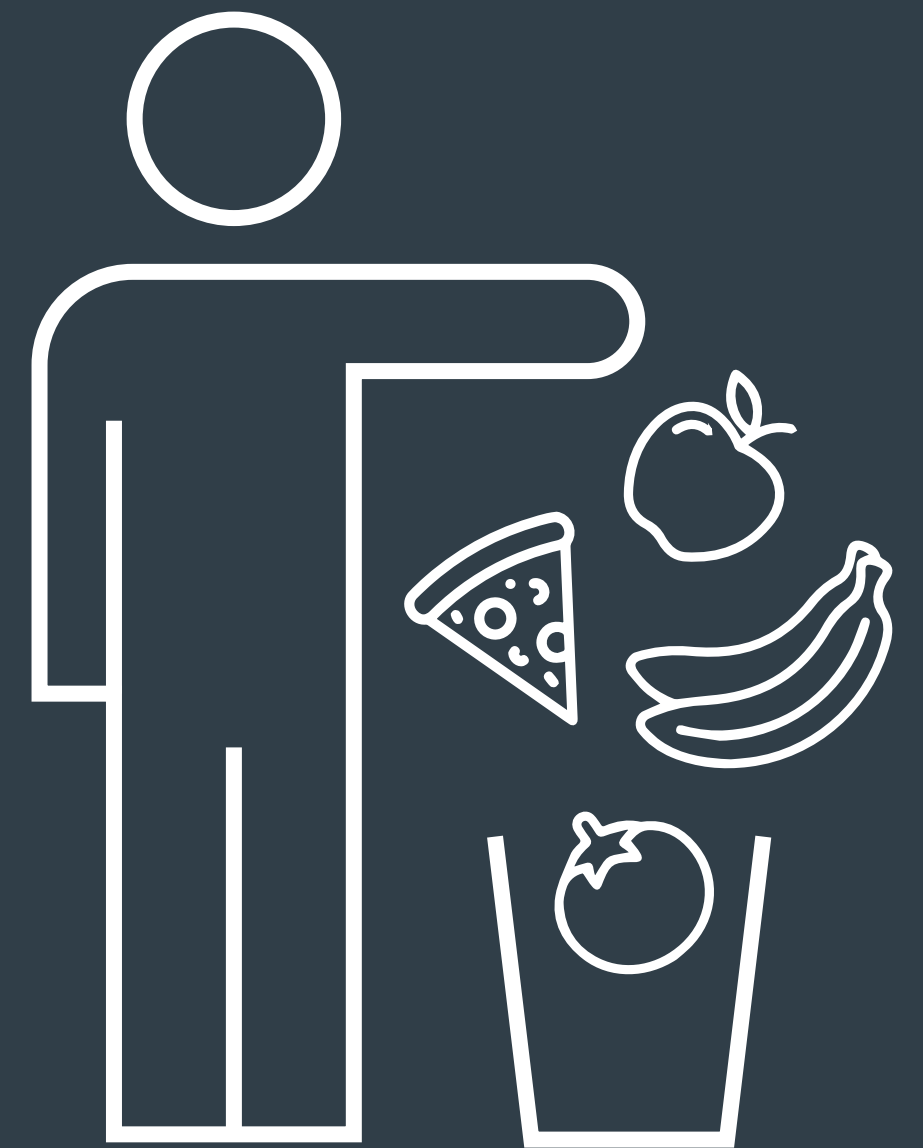
**Meanwhile, millions of people around the world do not have enough to eat.**



# Here in the UK, we binned 9.5 million tonnes of food in the past year worth around £19 billion

Food gets wasted by growers, manufacturers, distributors and retailers. But most of the food that was wasted, was disposed of in people's homes. The vast majority of this food was edible and could have been eaten and enjoyed.

When we waste food, we don't just waste its nutritious benefits, we waste all of the energy that was needed to produce it, pack it and transport it – as well as all of the associated CO<sub>2</sub> emissions. We also waste all of the water used to make it too. For example, a bottle of milk takes 1000 bottles of water to produce.





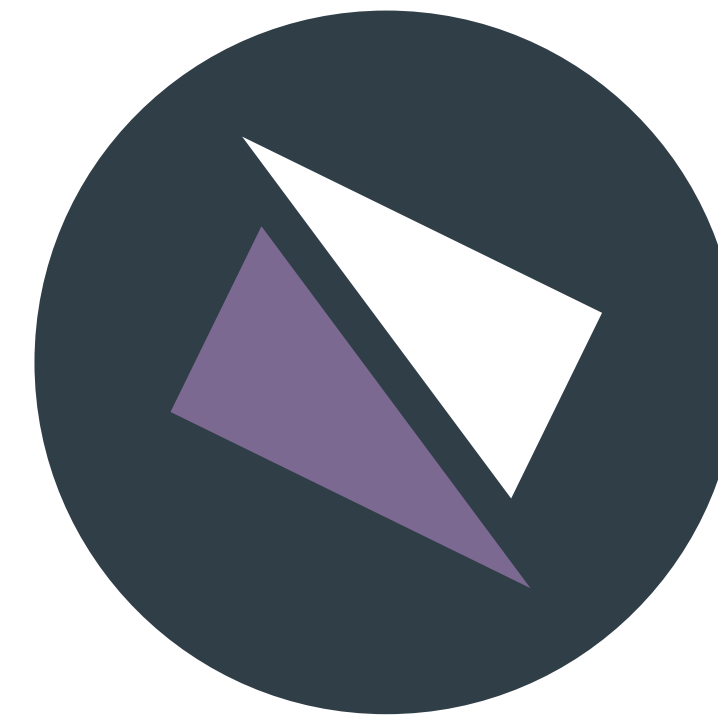
## OUR PURPOSE

**Surplus Group wants to contribute to a world where no food is wasted.**

**We offer a one-stop-shop for surplus, maximising efficiency in supply chains and diverting perfectly good food and drink to where it can generate the best social or financial value.**

## Introducing Surplus Group

The trusted and responsible partner to intercept perfectly good products at every stage of the supply chain and to deliver sustainable solutions to manufacturers, wholesalers, retailers and others.



**SURPLUS**<sup>TM</sup>  
— GROUP —

**Problem Stock, Sustainable Solutions**



# Surplus Group is the trusted name to handle the distribution of stock seamlessly, efficiently and effectively through our distinct divisions.

We pride ourselves on our ability to protect the integrity of any branded or own label product, offering sustainable and value led solutions to our suppliers and customers.

Part of our ethos is a commitment to diverting food and drink surplus that is perfectly good for human consumption from other forms of disposal.

This allows us to meet our partners' social and environmental goals through a range of solutions for problem or surplus stock.

Our B2B and B2C channels offer a financial solution, whilst our social enterprise will donate food to those who need it the most.



**Our dedicated in-house repacking operation has state of the art facilities for goods to be repacked or relabelled in a food-safe environment, thereby ensuring the maintenance of brand integrity.**



# Our Group Structure



**Historically, our business has been built on close, often personal, relationships with manufacturers, distributors and wholesalers**

This will remain core to what we do, and the Morris & Son brand will still play a clearly defined role in this area.



**MORRIS**<sup>TM</sup>  
— & SON —

**Good Products, Great Prices**



# Morris and Son is the business-to-business trading division of Surplus Group.

Our ability to procure a wide range of stock at competitive prices means we can always offer great value to our customers.

We are a trusted custodian of all the brands and own label products we handle, protecting intellectual property by repackaging or de-identifying branding where necessary.

We act quickly and efficiently to solve problems with our own logistics and without disruption to our customers' operations, delivering sustainable solutions.

## Approved Food is our B2C Division

As markets evolve and the way we shop changes, for the past 12 years we have established a direct-to-consumer eCommerce channel that has been built to deliver the most convenient and environmentally friendly offering to our customers.



**APPROVED**<sup>TM</sup>  
FOOD

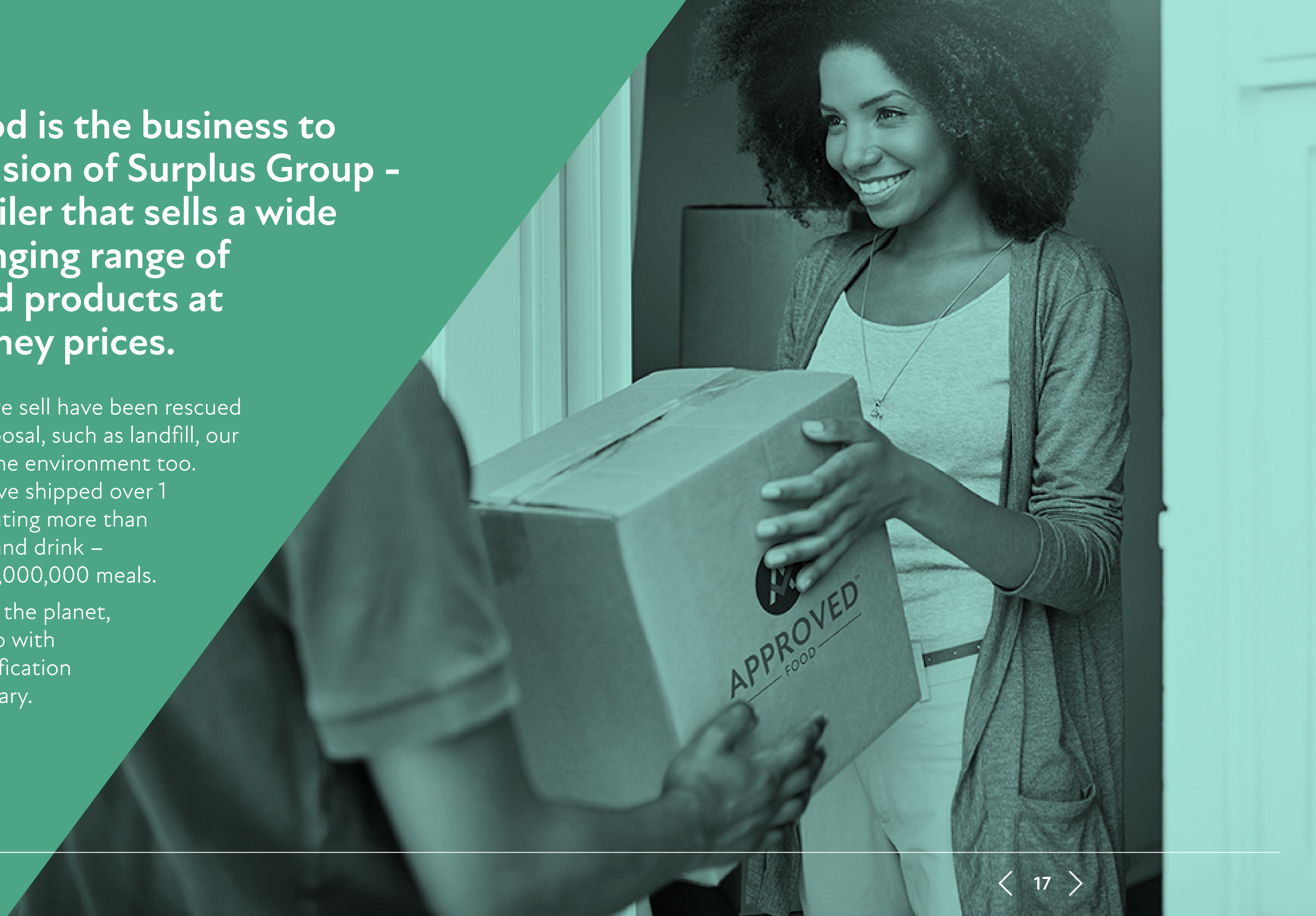
**Save More, Waste Less**



# Approved Food is the business to consumer division of Surplus Group - an online retailer that sells a wide and ever-changing range of perfectly good products at value-for-money prices.

Because the products we sell have been rescued from other forms of disposal, such as landfill, our customers are helping the environment too. Since we started, we have shipped over 1 million orders, redistributing more than 25,000 tonnes of food and drink – equivalent to almost 60,000,000 meals.

We don't just look after the planet, we look after brands too with repacking and de-identification processes where necessary.



## **In order to maximise the good work we can do with surplus, we have formed a social enterprise, Surplus for Good**

We understand that sometimes the owner of surplus stock might prefer to donate it rather than have a commercial solution.

We can get the food to where it is needed the most, either bulk, or as part of parcels for those in need who are isolated.

And because most food is wasted in our homes, we are developing educational resources to tackle this issue.



**SURPLUS**<sup>TM</sup>  
— FOR GOOD —



**Surplus for Good is a social enterprise, driven by charitable objects and leveraging all the skills, resources and facilities of Surplus Group in order to do good through the redistribution of surplus food.**

We support numerous local charities with tens of thousands of products that we have rescued and that they can make good use of. Our help reaches street kitchens, drop-in centres, animal sanctuaries and more.

Using our deep knowledge of e-commerce, we will supply boxes of essential food products to those who are most in need and are unable to access other help either because they cannot get out or because they live in a remote area.

We don't stop there either. Our mission is to teach the general public about food labelling and how they can safely consume products past the best-before date. We also teach people how to make nutritious meals made out of food that might otherwise be thrown away.

# How did we get here?





In order to arrive at this progressive decision to change and restructure the way we work, we conducted a consultation study with a number of key supply partners and industry influencers representing organisations such as Asda, Marks & Spencer, Defra and WRAP.

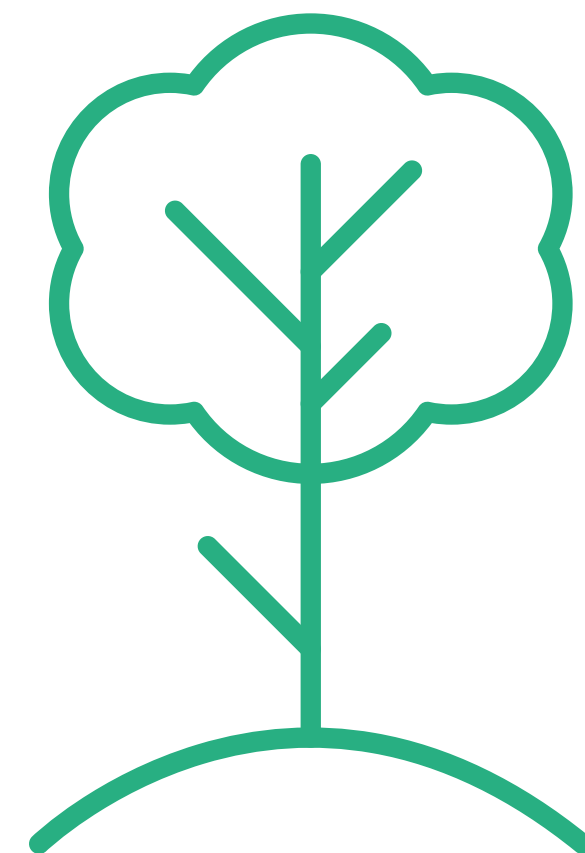
**The respondents were interviewed individually to gain their perspective on the issues around surplus stock, what drives their selection of a stock redistribution partner, and their perceptions of the business.**





**“ The impact of waste as an environmental issue has become increasingly important for manufacturers, retailers and for business stakeholders.”**

# Sustainable solutions driven by insight



**The key insights of our research were revealing and extremely helpful to us developing our future business plans:**

- The impact of waste as an environmental issue has become increasingly important for manufacturers, retailers and for business stakeholders. The time is right to engage with businesses and organisations on this issue to ensure that they meet their Environmental, Social and Corporate Governance (ESG) goals.
- There is social pressure on manufacturers and retailers to ‘do the right thing’ to minimise waste, so they are increasingly seeking partners they can trust to help them to resolve this issue and to protect their brand reputation; it’s no longer a ‘hidden secret’ within these organisations.
- Whilst these businesses are seeking good value for their residual stock, price is not the sole driver of who they choose to work with - they want reliable partners who will take full responsibility for the inventory, who will operate as efficiently and seamlessly as possible, and who will ensure the stock is re-distributed properly, whether for commercial return or for donation.
- By building confidence in our ability to take control of the surplus stock problem and to resolve it as simply as possible, Surplus Group has the opportunity to build partnerships with suppliers and customers that will grow our businesses significantly.

**We have carefully used these insights to shape the future of our business and our brands so that we can meet the needs of the future for surplus stock.**



## WHAT WE BELIEVE...

- ✓ **We believe that food deserves to be treated with respect and should not be going to waste.**
- ✓ **Where food is perfectly good for consumption by humans, it should not be sent to anaerobic digestion, animal feed or landfill.**
- ✓ **People should better understand food labelling as this will lead to less wastefulness.**

# Thanks for reading.



For further information please get in touch:

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