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BRAKES GROUP WINS AT THE GROCER GOLD AWARDS 2011

Brakes Group, a leading supplier to the foodservice industry, has won the Green Wholesaler of the Year category at The Grocer Gold Awards 2011, beating off competition from Booker and Palmer & Harvey.

The awards, which were held last night (Wednesday, 15 June 2011) at London's Guildhall in front of an audience of retail and foodservice professionals, recognise the success of Brakes Group's ambitious Corporate, Social and Environmental Responsibility (CSER) programme.

The judges commended Brakes Group on the breadth of its programme which has seen the business drive down food miles, increase responsible sourcing and support the communities in which it works.

Through the CSER programme, which was launched in 2010 as an intrinsic part of its overall business strategy, Brakes Group has made a series of major commitments designed to deliver major social and environmental benefits.

The commitments fall into five 'Pillars of Responsibility' which cover environment, responsible sourcing, health and nutrition, communities and Brakes people. Each area is underpinned with detailed commitments such as reducing food miles, doubling Marine Stewardship Council products, meeting government health and nutrition targets, delivering 1 million meal equivalents to vulnerable people and establishing an employee volunteering programme.

James Armitage, marketing director at Brakes Group said: "It is a tremendous honour to be awarded Green Wholesaler of the Year at The Grocer Gold Awards. This achievement reflects the huge steps in CSER which the Brakes Group has made and the resulting benefits the programme delivers to our customers and their consumers."

He added: “Our progress with regard to environmental issues is particularly striking when taking into consideration the significant growth of our business both organically and through acquisitions over recent years. As the business grows we continue to reduce our energy consumption and through economies of scale and improvements in systems and processes, we limit our fuel and packaging consumption.”