



Food & Drink  
Wholesale UK

# Service Provider Member Benefits 2026

[www.fwd.co.uk](http://www.fwd.co.uk)



# We work for you

FWD connects nearly **640** UK food and drink wholesalers and their retail and foodservice customers to **180 supplier members** of which **60** are at our enhanced partner level.

## ABOUT US

The *Food & Drink Wholesale UK Ltd* (FWD) is the trade association for food and drink wholesalers in the UK who supply and support a staggering 450,000 retailers and foodservice operators.

Our members deliver food and drink to shops, pubs, restaurants, hotels, schools, care homes, hospitals and workplaces. You name it, where there's food, there's likely to be a wholesaler behind it!

We work with manufacturers to help them take advantage of the opportunity to grow their brands through partnerships with our wholesale members.

Members also include service providers who support the wholesale channel with market insight, technology and consultancy etc.

As a trade body, we help improve efficiency and profitability by bringing wholesalers together with suppliers and service providers who share their goals.

Our Council of Members oversees our work in three strategic areas:

- Representing wholesale in Westminster
- Promoting the wholesale channel
- Connecting wholesale through events.

*Food & Drink Wholesalers will provide*  
**£37.2bn** in sales in 2025, and forecast to grow to **£42.1bn** in 2030

(Source: IGD)

*FWD membership is made up of wholesalers, suppliers and service providers.*

# Meet our wholesale members

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a.f. **blakemore**  
& son ltd

**BAKO**  
'The key ingredient to the food industry'®

**B**  
**BESTWAY**  
WHOLESALE

**Bidfood**  
Inspired by you

**BOOKER**

**CATERFOOD**  
BUYING GROUP

**CATERFORCE**  
GROUP  
Bringing more to the table

**caterite**

**Country  
Range**  
GROUP

**Forrest**  
Fresh Foods Ltd

**COSTCO**  
WHOLESALE

*Musgrave*

**NBC**  
NATIONAL BUYING CONSORTIUM

**Nisa**  
Making a Difference Locally

**sterling**  
supergroup limited

**Sysco**

**Food & Drink  
Wholesale UK**  
Member Benefits **2026**



**SUGRO**  
THE FUTURE OF WHOLESALE

**The  
Wholesale  
Group**  
home of the  
independent  
wholesaler

**Unitas**

# Meet our wholesale members



Eight of FWD's members are buying groups, representing over **630 independent wholesalers** between them and total sales of **£18bn**.

Buying groups combine their members' buying power for economies of scale, and provide merchandising, marketing and services support.



*All members adhere to the FWD Code of Conduct*





# We promote the wholesale channel

Delivering multi-platform communications to promote the sector and support our supplier members and partners.

## EMAIL UPDATES

We know time is precious and in-person/online meetings are not always possible. That's why we send a monthly member newsletter direct to your inbox. Members can also receive the Friday Briefing – a weekly round-up of the five hot topics.

## ONLINE MEMBER DAYS

A one-to-one meeting with the FWD team, our Member Days is where you can find out how to make the most of your membership. You may be a new member or a long-time member looking to touch base, this is your chance to explore the opportunities available to you through FWD.

## WHOLESTORY PODCAST

Digest the hottest topics in wholesale and explore other members' services while you carry about your day. Our 20-minute *podcasts* are a great way to find out what members are up to and what's new. Plus, depending on your level of membership, there's the chance to take part and even advertise your services.

## LINKEDIN

If it's happening in wholesale, it's happening on LinkedIn. Keep in touch through social media and build your network with other members. [@Food & Drink Wholesale UK Ltd.](#)

## PARLIAMENTARY ACTIVITY

Throughout the year we run several events in the Houses of Parliament from receptions to dinners and drop-in sessions to tell MPs about the wholesale sector.



# We promote you to wholesale



## WHOLESALE NEWS

THE MAGAZINE OF THE FWD



### WHOLESALE TITLE OF CHOICE

We can help you reach **18,000** key influencers in the channel in print, on-line, via email and across social media. In print and on-line, and the official magazine of the FWD and the voice of UK wholesale, *Wholesale News* is the authoritative, trusted and preferred source of business information for decision makers in the wholesale channel.

Multi-platform advertising will ensure that you and your brands/products and services are at the forefront of wholesalers' minds, helping you to grow your sales and profits, become a business partner of choice and connect with the right people.

And, to add even more value for you, we have created marketing packages that are exclusive to FWD members and partners and that allow you to utilise all of the marketing platforms that FWD and Wholesale News can offer.

### 4 WAYS TO WIN

- Showcase your brand strengths and drive purchase
- Demonstrate your thought leadership and build profitable relationships that last
- Maximise the power of your networking activities
- Highlight your commitment to the channel by working with the FWD's magazine, where all profits are re-invested back into wholesale

Our team of experts will work with you to create marketing campaigns that will help you to stand out, will engage your target audience and deliver sales.

We know how important it is to have an end-to-end sales and marketing strategy that ultimately delivers your brands into the hands of shoppers and that journey begins with wholesale. Working with wholesale, trade marketing and brand teams, we create communications plans that will deliver against your objectives.

With a range of creative ideas to help you to maximise the effectiveness of your budgets, Wholesale News is the destination magazine for suppliers/service providers who are serious about building lasting business relationships in the wholesale channel and securing a competitive edge.

# We connect the wholesale channel



Maximise your FWD membership, network with wholesalers and gain valuable insight through our raft of events. Events that engage, inspire and celebrate all that is good in wholesale.



## FWD LIVE! ANNUAL CONFERENCE

Our flagship event takes place in June. Guest speakers provide insight into the latest research, sector statistics and Government policies while members share best practice.

*FWD's Annual Conference is the perfect opportunity to network, promote and learn*

## FWD GOLD MEDAL AWARDS

A chance to celebrate the wonderful world of wholesale. The *FWD Gold Medal Awards* is the most glittering and sought-after event on the events calendar. As a wholesaler or supplier member you have the chance to be nominated for an award.

## BUSINESS LUNCH

This exclusive, invite-only event brings together leading supplier and wholesale members to explore opportunities and challenges in the channel through a series of presentations and panel discussions. Includes a three-course lunch and plenty of scope to network.

## DIVERSITY IN WHOLESALE CONFERENCE

Our *Diversity in Wholesale Conference* takes place in the autumn and gets bigger year-on-year. Guest speakers share the importance of DEI in the workplace. Interactive workshop sessions make this conference a learning experience like no other.

## INTRODUCTION TO WHOLESALE

Taking place six times a year, our Introduction to Wholesale series for new arrivals in the wholesale channel – or those looking for an update! – is a free half-day immersion session at a members' depot. Explore how wholesale works; customer and consumer insight, wholesaler and supplier perspectives; partnerships and promotions plus depot tour.

## WHOLESALE EVENING

Held up to four times a year, these are a great networking opportunity for senior wholesalers and relevant category buyers. Featuring presentations and panel discussion in an informal setting, these popular events cover market trends, data and insight, creating an unmissable opportunity.

# Access our Diversity in Wholesale programme

Diversity in Wholesale aims to help wholesalers and suppliers overcome obstacles to inclusion and equity in the workplace.

*Invest in the future of wholesale by supporting Diversity in Wholesale*

Sponsorship enables us to develop and deliver content while keeping ticket prices affordable. It also funds learning and development.

[Find out more about sponsoring Diveristy in Wholesale here.](#)

## DIVERSITY IN WHOLESale

We believe that for the wholesale sector to attract, retain and inspire the widest range of available talent it needs to provide an environment where people of any age, gender, ethnic group or social background are given the opportunities and the right support they need to succeed.

The Academy is the biggest benefit to sponsors: A year-long program with ten interactive webinars and supporting materials to take back to your teams, all kept in a dedicated password protected website for you.

FWD members can access our Diveristy in Wholesale programme, which is centered around our seven pillars of diversity and includes:

- Annual Diversity in Wholesale Conference
- Women in Wholesale Speed Mentoring event
- Women in Wholesale Breakfast briefings
- Women in Wholesale Coaching Academy
- Future Leaders Forum events for under 35s
- Diversity in Wholesale Lunch Lab webinars.

## FWD ACADEMY COVERING OUR 7 PILLARS OF DIVERSITY & INCLUSION

- Gender
- Age
- Disability
- LGBTQ+
- Neuro-diversity
- Ethnicity & Culture
- Mental Health



## WOMEN IN WHOLESale

- Female Leaders Forum\* New for 2026
- Speed mentoring
- Wellness Group
- Menopause Cafe



## FUTURE LEADERS FORUM

Three events with guest speakers and workshops per year focused on building leadership and networking skills





# Attracting & retaining talent in wholesale



When you commit to a career in wholesale, we will commit to you! Take advantage of further training opportunities to progress your career, available as part of your membership.



As FWD we are passionate about supporting our wholesale and supplier members to create an environment where all people and the best talent can thrive, develop and succeed.

We know it's vital to attract, retain and inspire the best talent available for the wholesale sector to continue to evolve and grow, which is why we're delighted to offer continued professional development to our members through our initiatives.



## WHOLESALE FUTURES

*Wholesale Futures* offers up to £3,000 in matched funding, available through FWD to food and drink wholesale members, an increase from its previous amount of £2,500. Applications for company-wide training are also accepted, meaning companies can receive up to £15,000 in funding each year. This is a fantastic opportunity for wholesalers to take advantage of additional skills training. Funding can go on a TikTok course or a degree! It provides wholesalers with a cost-effective solution to upskill employees.

## MENTORSHIP SCHEME

The FWD Mentorship scheme sees senior leaders matched with FLF members embark on a nine-

month mentorship journey. There are opportunities to meet in person and online, and since its inception just two years ago, we have discovered it's a two-way learning experience, with mentors getting just as much out of the experience as their mentees. The FWD Mentorship scheme will return in 2026.



FUTURE LEADERS FORUM

## FUTURE LEADERS FORUM

The *FWD Future Leaders'*

*Forum* gives a voice to up-and-coming leaders within the sector, and features around 100 members. The FLF is designed for ambitious individuals who are aged 35 or under working within the FWD membership. They meet once a quarter, with an opportunity to have a new demographic of voices heard and a chance for talent to come to the fore in order to support the strategic objectives of the FWD.

## WOMEN IN WHOLESALE: LEADERS FORUM - WOMEN LEADING WHOLESALE

With Dedicated face to face events for the forum throughout the year. An exclusive network for influential women shaping the UK food and drink wholesale sector. This peer community connects, inspires and empowers female leaders through high-impact events, expert insights and shared experiences – creating visibility, confidence and connection at the very top of our industry.



# We represent the Wholesale channel in Westminster

FWD works with Government to ensure the wholesale sector has a voice in relevant policy and legislation.

## THE VOICE OF WHOLESale

FWD's represents the food and drink wholesale sector to Government so it recognises the vital role that wholesale plays in both the the food system, and the wider economy. Thanks to FWD, wholesale is a sector that is on Government's radar as a critical route to market.

We continue to be the voice of wholesale in Government, highlighting our members' needs across a range of different policy areas, working closely with ministers, MPs, and officials

FWD members can contribute to consultations and surveys which strengthen the case for support, and attend our events in Parliament throughout the year. Members are also encouraged to invite their local MPs to visit their business, which we can do on your behalf.

Communication goes full circle: we interpret forthcoming legislation affecting the sector and update members through our supplier food & drink policy forum, regular member updates, along with our webinars, direct emails and via the WholeStory podcast.



*FWD represents wholesale through regular meetings with Ministers, MPs and officials.*

# Events calendar 2026

<b>JANUARY</b>	<b>14TH</b> Member day	<b>27TH</b> Parliamentary dinner, HoC (invitation only)	<b>FEBRUARY</b>	<b>11TH</b> Member day	<b>17TH</b> Introduction to foodservice	<b>25TH</b> Business Lunch (Supplier Partner Members)	<b>TBC</b> Women in Wholesale: Leaders Forum	<b>MARCH</b>	<b>24TH</b> Introduction to wholesale	<b>30TH</b> Wholesaler evening
<b>APRIL</b>	<b>8TH</b> Member day	<b>TBC</b> Future Leaders Forum event	<b>MAY</b>	<b>7TH</b> Women in Wholesale mentoring	<b>14TH</b> Introduction to foodservice	<b>18TH</b> Wholesaler evening	<b>TBC</b> Women in Wholesale: Leaders Forum	<b>JUNE</b>	<b>11TH</b> FWDLive! Annual Conference 	<b>17TH</b> Member day
<b>JULY</b>	<b>7TH</b> Parliamentary reception (Star Awards), HoC	<b>14TH</b> Introduction to wholesale	<b>AUGUST</b>	<b>TBC</b> Future Leaders Forum even	<b>10TH</b> Diversity in Wholesale conference	<b>22ND</b> Introduction to foodservice	<b>30TH</b> Member day	<b>KEY</b>  Flagship events  Wholesaler evening  Introduction to wholesale sections  Diversity in Wholesale event  Member day online  Future Leaders Forum		
<b>OCTOBER</b>	<b>19TH</b> Wholesaler evening	<b>NOVEMBER</b>	<b>11TH</b> Member day	<b>12TH</b> Introduction to wholesale	<b>26TH</b> Gold Medal Awards 	<b>DECEMBER</b>	<b>TBC</b> Future Leaders Forum event			



# Service Provider Member benefits with annual membership 2026

£1,990

Held at 2025 rates

## REPRESENTING

- FWD presentation at your team meetings
- Representation of your wholesale sector interests to Government
- Complimentary places at FWD's parliamentary reception
- Access to the latest research affecting the wholesale channel
- Advice on wholesale sector regulations and legislation
- Monthly newsletter with policy updates and FWD activity plus business directory listing
- 1:1 meeting with FWD team
- Access to online Member Days.

## PROMOTING

- Access to exclusive FWD packages in Wholesale News
- Business listing on new FWD website
- Opportunity to win and FWD Gold Medal Award
- Free subscription to Wholesale News magazine
- Meet the supplier article in Wholesale News magazine for new joiners.



## CONNECTING

- Access to more than 4,000 attendees at FWD events
- Free places at six Introduction to Wholesale events / four Wholesaler Evenings per year
- Free access to online sessions
- Discounted rates for the Gold Medal Awards and FWDLive! Annual Conference
- Free access to Future Leaders Forum programme
- Free access to Diversity in Wholesale webinars: Breakfast Briefings and Lunch Labs
- Discounted rates to Diversity in Wholesale Conference
- Discounted rates to Women in Wholesale event.

## UPGRADE TO A SERVICE PROVIDER PARTNER

£4,950

- Two free places to FWDLive! annual conference worth over £1,000
- Two free places to the FWD Business Lunch
- Priority for panel participation in Bringing Wholesale Together webinars
- Full page of content in Wholesale News magazine worth £1,925
- Two LinkedIn posts reaching over 5,000 followers.



## CONTACTS

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■ **MIKE BAILLIE**  
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# Member benefits additional sponsorship opportunities 2026



## FWDLIVE! ANNUAL CONFERENCE

£3,500

- Two complimentary tickets to FWDLive!
- Company branding in conference brochure
- Company branding on screens
- Company branding and bio/link on event app
- Company branding on email communications
- Social media coverage in build-up to event
- Stands and product placement (subject to venue agreement).



## DIVERSITY IN WHOLESALE

£3,750

- Exclusive access to bespoke portal with training, insight and information on how to maximise DEI in your business.
- Two complimentary tickets to Diversity in Wholesale Conference
- Two complimentary tickets to Women in Wholesale Speed Mentoring event
- Live presentation to your team on opportunities to get involved
- Company branding across DiW emails, events and brochures
- Input into DiW content and agenda.



## GOLD MEDAL AWARDS

£3,500

(Subject to availability, limited numbers available)

- Opportunity to shape the entry criteria in your sponsor category
- A place on the judging panel
- Company branding and advertisement in Gold Medal brochure
- Company branding on nomination and voting forms
- Company branding on screens
- Company branding and bio/link on event app
- Present your award category live on stage!
- Coverage on Wholesale News magazine
- Social media coverage
- Feature on WholeStory podcast: Gold Medals mini-series featuring the award-winners and their category sponsors.

*Maximise your FWD membership with exclusive opportunities as an event sponsor*

## CONTACTS

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Member Benefits 2026



# Meet our team

FWD works with senior business leaders in wholesale to deliver member benefits.

## FWD

Chief Executive Officer

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Associate Director

**MARTIN WILLIAMS**

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Head of Operations & Events

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Marketing Executive

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## FWD COUNCIL

**DAVID COLE**

GB Merchandising  
Director  
Sysco UK

**JOHN KINNEY**

Managing Director  
Unitas Wholesale

**DANIEL LARKIN**

Managing Director  
Sterling Supergroup

**ANDREW LYNAS**

Managing Director  
Lynas Foodservice

**GARY MULLINEUX**

Managing Director  
Caterforce

**ANDREW SELLEY**

CEO  
Bidcorp uk

**JAN SEMPLE**

AVP HR & Marketing  
Costco

**EMMA SENIOR**

Managing Director  
Sugro UK

**LAWRENCE SHIRAZIAN**

MD, Foodservice  
AF Blakemore

**COLIN SMITH**

CEO  
Scottish Wholesale  
Association

**MARTIN WARD**

Managing Director  
Country Range Group

## DIRECTORS & FWD BOARD

**JAMES BIELBY**

CEO  
FWD

**TOM GITTINS**

Chairman – FWD  
Managing Director  
The Wholesale  
Group

**DAWOOD PERVEZ**

Managing Director  
Bestway  
Wholesale

**HELEN WILLIAMS**

Head of Legal  
Booker

**CORAL ROSE**

Managing Director  
The Wholesale  
Group

**CATHAL GEOGHEGAN**

Managing Director  
Henderson  
Foodservice



# Food & Drink Wholesale UK

Join FWD as a Service Provider Member [here](#).

## OR CONTACT THE TEAM

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