

Strictly Embargoed Until: Monday 3rd June, 00.01

Asda serves up 3.6 million meals in new partnership with FareShare

- The supermarket will almost double the amount of chilled food sent to FareShare under new supply chain model
- Pioneering scheme is a supermarket-first and will save the 910 local charities that FareShare supports over £4.5 million
- Asda hopes the move will encourage other retailers to follow suit

Asda today (Monday 3rd June) announced that it will provide food for an additional 3.6 million meals each year to vulnerable people across the UK, as part of a new partnership with food redistribution charity FareShare.

From today, surplus food stock sent to Asda will be redistributed to FareShare, rather than sent back to the manufacturer - the usual process for managing surplus stock - where it tends to go to waste. The pioneering supply chain model will increase the quantity of chilled food sent to FareShare depots across the UK by 1,500 tonnes this year, a 41% increase in the total amount of all food currently redistributed by FareShare.

The model, which is a supermarket-first on this scale, is expected to save the charities FareShare supplies £4.5 million, freeing up much-needed money for investment in other essential services. By reducing food waste, the new model will also deliver additional environmental and economic benefits. All of Asda's suppliers will automatically become part of the scheme.ⁱ

In the UK today, there are 5.8 million people living in "deep poverty"ⁱⁱ – meaning that they struggle to afford everyday essentials, such as food. Record unemployment and spending cuts continue to hit people hard and hunger is increasing among varying groups of people across the country.

In the last year alone, FareShare has seen a 26% increase in the number of charities turning to them for food donations. This is the largest annual increase in charity membership FareShare has ever seen. 70% of the charities FareShare supports also fear demand will only increase in the future.

Barry Williams, Chief Merchandising Officer for Food at Asda said:

"It's hard to believe that in this day in age, nearly four million adults and children in the UK go to bed hungry"ⁱⁱⁱ each year. Food poverty is a very real problem and it's getting worse, not better. Through our new supply chain model and work with FareShare, I'm proud that we're able to help feed millions of vulnerable people around the UK who would otherwise go hungry.

"However we recognise that in this environment, even more needs to be done. I hope that our work will inspire other retailers to work together to find new ways of redistributing food wasted in the supply chain to those who need it most."

To support FareShare in developing the infrastructure it needs to cope with the increase in food volumes, Asda has also announced it will invest £100,000 to grow the capacity of

FareShare depots and to invest in transportation, logistics and labour. The donation will be made through the Asda Foundation, Asda's philanthropic arm.

Lindsay Boswell, FareShare CEO said:

"This partnership involves the redistribution of surplus food at unprecedented levels never before undertaken by a retailer on this scale in the UK.

"We also know that there are more people turning to charities for food than at any other time in FareShare's history. This initiative will mean we can provide more food to more charities and will enable us to feed even more people at a time of real need.

"Not only will this programme have immense environmental impact by diverting food away from the waste stream, it will also save hundreds of charities millions of pounds a year. They will be able to reinvest these savings into providing additional support services for their beneficiaries. A breakfast club will be able to help vulnerable children learn to read and a day centre will be able to invest more in employment programmes, helping people get back on track."

Sarah Moreton, CEO at Autism Initiatives UK, a Merseyside based charity that receives food from FareShare said:

"Working in partnership with FareShare has meant that we have been able to invest more money into our social enterprises, which provide otherwise unavailable yet crucial work experience, training and employment opportunities for our service users."

Asda has worked with FareShare since 2009, as part of its commitment to serving the communities in which it operates. As part of its Community Life programme, every Asda store and depot across the UK has a Community Life champion dedicated to supporting local community organisations within a one-mile radius of their local store. For more information about the Community Life programme please visit: <http://your.asda.com/community>

Ends

Notes to Editors

About Asda Stores Ltd.

Founded in the 1960s in Yorkshire, Asda is one of Britain's leading retailers. It has more than 180,000 dedicated Asda colleagues serving customers from 568 stores, including 32 Supercentres, 314 Superstores, 32 Asda Living stores, 187 Supermarkets, 26 depots and seven recycling centres across the UK. Its main office is in Leeds, Yorkshire and its George clothing division is in Lutterworth, Leicestershire. More than 18 million people shop at Asda stores every week and over 98 per cent of UK homes are served by www.ASDA.com. Asda joined Walmart, the world's number one retailer, in 1999.

About FareShare

FareShare is a unique charity fighting hunger and its underlying causes by redistributing surplus food to hundreds of local charities across the UK. By ensuring good food is not wasted, we turn an environmental problem into a solution, helping to feed thousands of vulnerable people every day. FareShare has been operating since 2004 as an independent charity and today has 17 locations across the UK that provide to more than 910 local

charities. Last year we redistributed 4,200 tonnes of food, enough to feed 43,700 people every day, saving each charity an average of £13,000 a year and food businesses 1,850 tonnes of CO2 emissions. By creating a value chain directly between the food industry and people in need, we are unique in fighting hunger by tackling food waste. Find out more at www.fareshare.org.uk

ⁱ Suppliers can opt out if they want to.

ⁱⁱ Monitoring Poverty and Social Exclusion, Joseph Rowntree Foundation

ⁱⁱⁱ ⁱⁱⁱ The Impoverishment of the UK (2013) <http://www.poverty.ac.uk/pse-uk-poverty-child-poverty-deprivation-living-standards-uk-northern-ireland-scotland/pse-uk>