



Dobbies partner with Too Good To Go in a bid to tackle food waste

The UK's leading garden centre retailer, Dobbies, has partnered with surplus food app, Too Good To Go, in a bid to combat food waste across its stores.

Leading the food waste revolution, Too Good To Go lets people buy surplus food and drink from restaurants, grocery stores, pubs and producers to stop it from going to waste. Consumers simply download the free Too Good To Go app and search for nearby businesses with unsold produce. They then purchase a 'Magic Bag' and collect it at an allotted time.

Customers are able purchase a Magic Bag in 43 Dobbies foodhalls across the UK, filled with fresh and delicious surplus food that would ordinarily go to waste. With an RRP of £12-14, the Magic Bags are available to buy for £3.99.

Archie Stewart, Head of Food at Dobbies, said: "Our partnership with Too Good To Go is an innovative solution for customers and Dobbies to work together on a shared goal of reducing food waste. The Too Good To Go Magic Bags can be collected with ease from our stores across the UK."

Paschalis Loucaides, UK Country Manager at Too Good To Go, said: "We're thrilled to have partnered with Dobbies and help reduce food waste. We've already seen brilliant traction for the Magic Bags on our app and know together we can make a huge difference in making sure food is eaten and enjoyed instead of wasted."

Coming soon, co-founder of Too Good To Go, Jamie Crummie, will feature as a guest on the latest episode of the Dobbies podcast. Joining host Louise Midgely, Jamie will talk more about the partnership, the inspiration behind the anti-food waste enterprise and share his top tips on reducing food waste at home.

Too Good To Go Magic Bags are available to purchase in the following Dobbies stores: Aberdeen, Ashford, Atherstone, Aylesbury, Ayr, Birtley, Braehead, Brighton, Carlisle, Chesterfield, Cirencester, Dundee, Dunfermline, Edinburgh, Gailey, Gillingham, Gloucester, Gosforth, Harleston Heath, Havant, Huntingdon, Liverpool, Livingston, Milngavie, Milton Keynes, Moreton Park, Morpeth, Northampton, Perth, Peterborough, Ponteland, Preston, Reading, Rugby, Shepton, Shenstone, Southport, Stapleton, Stirling, Stockton, Stratford Upon Avon, Swansea and Telford. More stores will be announced on the Dobbies website soon.

To purchase a Magic Bag, download the Too Good To Go App, available via the Apple Store and Google Play. To find out more visit toogoodto.co.uk

For more information visit dobbies.com

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About Dobbies

- It all started in 1865 with James Dobbie who created a business selling seeds. He named it Dobbie & Co. The company went on to build up a customer base and started opening garden centres that fast became a go-to destination.
- A new turning point in the business came in 2019 with the acquisition of 37 centres – more than doubling its national footprint and strengthening its position as the UK's leading garden centre retailer. There are now 69 centres nationwide. The largest Dobbies store is Morpeth at 18,973sqm.
- Dobbies' garden centres are much more than a shopping destination; they exist to enrich people's lives and nurture connections between people, the community and the environment.
- Dobbies offer carefully considered ranges in-store and online, high quality services, great restaurants and cafes as well as engaging experiences.

About Too Good To Go

Too Good To Go has a simple mission: to make sure all food gets eaten, not wasted.

In 2016, a group of entrepreneurs witnessed restaurant staff throwing away fresh food. The food's only problem? It hadn't sold in time, and no one was around to take it off the restaurant's hands. The group pioneered a seamless solution: an app that lists businesses' unsold food so local diners can find, buy and enjoy it.

Now, thousands of Magic Bags are rescued from businesses such as supermarkets, restaurants, and bakeries every day. The success of the app powers Too Good To Go's wider efforts to drive a food waste movement, working with schools, industries and governments to build a planet-friendly food system.

Too Good To Go by numbers:

- 15 countries
- 60million meals saved globally
- 30million app installs globally
- 67,000 partner stores globally
- 2020 became a registered B-Corp

Find out more at www.toogoodtogo.co.uk, or visit us on LinkedIn, Facebook, Instagram or Twitter.