



Dobbies marks successful partnership with Too Good To Go

Over 44 thousand Magic Bags saved from landfill

Ahead of Stop Food Waste Day (27 April), leading garden centre retailer, Dobbies, announces it has saved more than 44,000 Magic Bags from landfill through its partnership with surplus food app, Too Good to Go.

The partnership with Too Good To Go started in February 2021 and is in place across 53 Dobbies' foodhalls. Over the first year, 20,000 customers purchased Magic Bags filled with fresh and delicious surplus food that would typically be wasted. The bags have a RRP of £12-14 and are available to buy on the Too Good To Go app for just £3.99.

Sustainability is at the core of this food waste initiative and over the past year Dobbies has helped save 93.75t of CO2E – equivalent to 20 round-the-world flights.

Head of Food at Dobbies, Archie Stewart, said: "We have a great partnership with Too Good To Go and have certainly done what we can to minimise food waste in our foodhalls. This initiative has been extremely well received by our customers and we've seen a positive response to the Magic Bags.

"We're committed to finding new ways to be sustainable and our partnership with Too Good To Go is just one of the many ways we are helping our customers care for the planet."

Too Good to Go co-founder, Jamie Crummie, said: "Working with Dobbies has proven just how impactful collaboration is to reduce food waste. By saving over 44,000 Magic Bags to-date, we have been able to ensure that delicious food is eaten and enjoyed instead of wasted. I'm really looking forward to seeing us continue to make big strides in the fight against food waste together in the months and years to come."

Too Good To Go is available across 53 Dobbies' stores, including: Aberdeen, Ashford, Atherstone, Aylesbury, Ayr, Birtley, Boston, Braehead, Brighton, Cadnam, Carlisle, Chesterfield, Cirencester, Derby, Dundee, Dunfermline, Edinburgh, Gailey, Gillingham, Gloucester, Gosforth, Hare Hatch, Harleston Heath, Havant, Huntingdon, Leicester, Lisburn, Liverpool, Livingston, Milngavie, Milton Keynes, Moreton Park, Morpeth, Northampton, Perth, Peterborough, Ponteland, Preston, Reading, Rugby, Sandyholm, Shepton, Shenstone, Southport, Stapleton, Stirling, Stockton, Stratford Upon Avon, Swansea, Swindon, Telford, Woodcote Green and York.

For more information on Dobbies' partnership with Too Good To Go and how you can get involved, visit [Too Good To Go | Dobbies Garden Centres](#)

Listen to the Too Good to Go and Dobbies podcast [Podcasts | Dobbies Garden Centres](#)

-ends-

About Dobbies

- Established in 1865, Dobbies is now the UK's leading garden centre retailer, with 74 stores.
- A turning point in the business came in 2019 with the acquisition of 37 stores, more than doubling the company's footprint.
- Dobbies operates 69 mainline garden centres and five little dobbies.
- Dobbies aspires to be 'not your average garden centre'; we exist to enrich people's lives and nurture connections between people, the community and the environment.
- Dobbies is proud to be a supporter of #TerraCarta, launched by HRH The Prince of Wales' Sustainable Markets Initiative.

Too Good To Go by numbers:

17 countries

117 million meals saved **globally**

9 million meals saved in the **UK**

52 million app downloads globally

139,000 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](#)