Wholesale Strategy & Operations

How do I get my products into Festival Stores?

Festival Stores are managed by our Group Customer Team. Please contact your Co-op Wholesale representative, who can direct you to the appropriate team.

We heard that GCL is no longer operating. What does this mean for Wholesale moving forward?

Commercial arrangements will continue to be managed through the appropriate Co-op commercial and wholesale trading teams. Suppliers should discuss category-specific opportunities and activation plans directly with their Wholesale Category Manager.

Are you still requesting group terms, or should retail and wholesale agreements be separated for 2027?

Commercial agreements will continue to be managed through the appropriate Co-op commercial teams. Suppliers should discuss agreement structures directly with their usual commercial contacts.

Will there be logistical issues if Co-op Wholesale operates a different promotional calendar to Co-op stores?

No. Promotional activity is planned and managed through established wholesale processes. Suppliers should work closely with their Category Manager to align activity, forecasts and operational planning.

Will Co-op Wholesale develop more wholesale-specific plans rather than mirroring Co-op Stores?

Yes. While some activity may align with the retail proposition, Wholesale serves a diverse customer base and therefore requires tailored plans, formats and pack configurations. Suppliers are encouraged to work with their Category Managers to develop relevant category plans.

Why are Co-op Wholesale and Co-op Stores applying different approaches to "Not for EU" labelling?

As a wholesaler, we support a broader product catalogue and customer base than a traditional retail estate. Range requirements are therefore assessed against the specific needs of our wholesale customers and regulatory obligations.

Range, Listings & Store Requirements

Will there be opportunities for Direct-to-Store suppliers to become part of the stores' minimum spend calculations?

Minimum spend requirements are linked to specific ordering and supply arrangements. Suppliers should discuss opportunities with their category contacts on a case-by-case basis.

Can I list NPD with Co-op Wholesale if it is not listed in Co-op Stores?

Yes. Co-op Wholesale operates ranges that are unique to wholesale customers, including products and innovations that may not form part of the Co-op retail range.

For Nisa 2.0 stores, do minimum range requirements apply to both own-brand and branded products?

Yes. Minimum range requirements are assessed across both own-brand and branded products, subject to category requirements.

How can we access store lists, such as Traditional stores?

Publicly available information can be accessed through relevant channels. Where appropriate for agreed business activity, information may be shared in accordance with applicable data protection requirements.

Digital, Promotions & Compliance

Co-op Wholesale is a leader in delivered wholesale, but OCS currently limits campaign flexibility. Are there plans to develop this?

Yes. We continue to invest in digital capability and are working to enhance the functionality of OCS and associated digital platforms. Suppliers should speak to their category contacts regarding available promotional and digital opportunities.

How are you working with retailers to improve promotional compliance at shelf and till?

We continue to invest in field support, point-of-sale activation, promotional processes and digital communication channels to help improve execution and compliance across our retailer network.

There seems to be inconsistency in understanding how segmented plans are developed and executed. What advice would you give?

We encourage suppliers to work closely with their category teams to align objectives, plans and customer strategies. Escalation routes are available where additional support is required.

National Accounts & Growth

How can suppliers best work with your National Accounts team to accelerate growth?

The most successful partnerships are built on aligned category strategies and clear joint business planning. Suppliers should work with their Category Manager to develop plans that can then be taken forward with National Accounts teams where appropriate.

What are the growth ambitions for Co-op Wholesale?

Our long-term ambition is to grow Co-op Wholesale to £2 billion in revenue and achieve a 14% wholesale market share by 2030.

Where do health-focused and emerging brands fit within Co-op Wholesale's plans, particularly in Food to Go?

We recognise the importance of health-led and emerging brands. Category reviews, supplier insight and market data will continue to play an important role in identifying opportunities for growth and innovation.

What is Co-op Wholesale's current revenue?

Co-op Wholesale generated approximately £1.3 billion in revenue in the previous financial year.

What is the growth aspiration for Co-op Wholesale?

Our ambition is to reach £2 billion in revenue by 2030. Suppliers should work with their category teams to understand how their brands can contribute to shared growth opportunities.

Disclaimer

This document is provided for general guidance only. All commercial arrangements, ranging decisions, promotional activity and business opportunities remain subject to Co-op Wholesale's standard commercial processes, applicable laws and regulations, and individual business requirements. No information within this document should be interpreted as a commitment to future trading activity, listing decisions or commercial terms.