



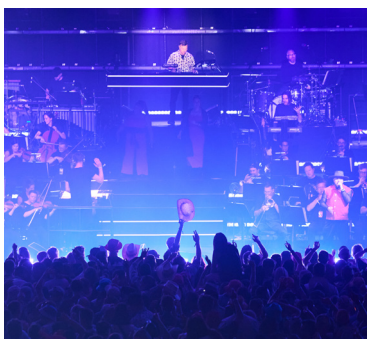
2025 Events

Get involved

GroceryAid® 

We are delighted to bring you the **GroceryAid 2025 Events Calendar.**

Our events and programmes raise more than 80% of GroceryAid funding, which provides vital money for the charity.



In 2023/24 we raised **over £7 million** from our events, which were attended by more than 15,700 colleagues. It was our seventh successive year of achieving a record-breaking fundraising amount.

This incredible fundraising amount helps GroceryAid to remain the most relevant and accessible charity for anyone working in the grocery industry. It means our services can remain completely free and confidential to employers and employees from the moment colleagues start work. They are also accessible **24 hours a day, 365 days a year.**

More colleagues than ever are reaching out for support. In 2023/24 we experienced a **93% increase** in the number of incidents of support and a **57% increase** in financial grants awarded to colleagues experiencing financial hardship. We delivered a **25% increase in Relate counselling sessions** and saw a **48% increase in referrals to Law Express.** Meeting this increased demand is made possible because we continue to raise more money through our events.

In 2024, as well as our roster of established events such as The Sporting Lunch, Barcode Festival and The GroceryAid Ball, we have introduced three new events to the calendar, Morrisons Big Night Out, Booker Dragon Boat Race and Tesco Glitz Ball. Also, our partnership with The Asda Tickled Pink Ball created a ring-fenced fund for helping grocery colleagues dealing with a breast cancer diagnosis.

In addition to raising money for the charity, GroceryAid events are renowned for helping organisations solve essential business challenges in a unique way. Tickets are used for rewarding and recognising the dedication and hard work of colleagues, as well as strengthening industry connections and making new ones. While our sponsors benefit from meeting key commercial contacts in an environment where they can experience new products and secure potential business deals.

We really hope you like what you see and want to thank you for your on-going support.

If you have any questions about the events, please email [**events@groceryaid.org.uk**](mailto:events@groceryaid.org.uk)

2025 Events Calendar



6th March
The GroceryAid Ball

[FIND OUT MORE](#)



10th April
Morrisons Big Night Out

[FIND OUT MORE](#)



1st May
Co-op Windermere Row

[FIND OUT MORE](#)



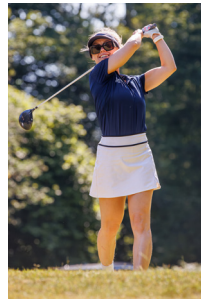
15th May
Waitrose & Partners Garden Party

[FIND OUT MORE](#)



12th June
Booker Dragon Boat Race

[FIND OUT MORE](#)



25th June
GroceryAid Golf Day

[FIND OUT MORE](#)



3rd July
Barcode Festival

[FIND OUT MORE](#)



16th-18th July
Pedal the Peaks

[FIND OUT MORE](#)



3rd - 5th September
London to Amsterdam

[FIND OUT MORE](#)



19th September
Tesco Clay Pigeon Shoot

[FIND OUT MORE](#)



26th September
D&I in Grocery LIVE!

[FIND OUT MORE](#)



16th October
Asda Tickled Pink Gala Ball

[FIND OUT MORE](#)



14th November
Sporting Lunch

[FIND OUT MORE](#)



19th November
Tesco Glitz Ball

[FIND OUT MORE](#)



4th December
Sainsbury's Big Bash

[FIND OUT MORE](#)



January-December
D&I in Grocery Programme

[FIND OUT MORE](#)

GroceryAid® ball.

Thursday 6th March 2025

JW Marriott Grosvenor House,
Park Lane, London

PRICING

Premium Table of 10: £15,000 + VAT

Prime Table of 10: £10,000 + VAT

Standard Table of 10: £8,500 + VAT

SPONSORSHIP

Other sponsorship opportunities
available



GroceryAid's signature black-tie event, The GroceryAid Ball, kicks-off the year by welcoming 1,200 colleagues from over 170 companies, most of whom are senior leaders.

Attended by all retailers, the evening provides a comprehensive networking experience and a unique opportunity for brands to elevate their profile and products among senior commercial contacts. Guests will enjoy a night of live entertainment and fantastic food, offering the perfect platform for building relationships within the team and rewarding and recognising colleagues. Throughout the evening there are plenty of fundraising opportunities, including our popular silent auction which contributes thousands to our fundraising total.

WATCH THE PROMO VIDEO



CONTACT US TO ENQUIRE



WEBSITE

groceryaid.org.uk/events/grocery-aid-ball



CONTACT

events@groceryaid.org.uk



It's an incredibly well supported event, not only key sponsors but also in terms of the attendees. It's a packed house and we're supporting record numbers of families and individuals in this industry by attending.



David Beardmore
Impulse Director, Tesco



**AMOUNT RAISED
PREVIOUS YEAR**

£920K

Morrisons

Big night out.

SUPPORTING



Thursday 10th April 2025

Yorkshire Event Centre, Harrogate

Returning for a second year, Morrisons Big Night Out unites over 1,200 industry colleagues, including senior Morrisons commercial contacts, for an evening of celebration, networking and fundraising for GroceryAid and Marie Curie.

Amidst live music, entertainment and a sumptuous three-course meal, you will enjoy a relaxed evening with a signature Morrisons twist. Suppliers can engage with a captivated audience to create and strengthen relationships with senior commercial leaders, invite and host their key Morrisons contacts, and showcase their products to buyers and consumers through bars and bespoke activations.

Premium Table of 10

£15,000 + VAT

Standard Table of 10

£10,000 + VAT

SPONSORSHIP PACKAGES

Welcome Bar: £12,000 + VAT

Main Room Bar Sponsor: £10,000 + VAT

Market Street Activation: £8,000 + VAT

Bespoke sponsorship opportunities available from £8,000 + VAT

AMOUNT RAISED
PREVIOUS YEAR

£750K



Its been amazing for me to meet with so many of our suppliers; many people that I know, many people that I've never met before. And also to celebrate and talk with loads of our colleagues, who are here having fun and building relationships on an informal basis.

James Badger, Group Commercial and Manufacturing Director, Morrisons



WATCH THE PROMO VIDEO >

CONTACT US TO ENQUIRE >



CONTACT

events@groceryaid.org.uk



WEBSITE

groceryaid.org.uk/events/morrisons-big-night-out



Thursday 1st May 2025

Lake Windermere, The Lake District

Set against the stunning backdrop of Lake Windermere, this ultimate team-building challenge features a 10-mile row around the lake and provides a unique opportunity to network with Co-op contacts in a relaxed environment.

Ideal for everyone from commercial contacts to graduates looking to raise their profile within the industry, participants will raise funds for GroceryAid whilst networking with Co-op colleagues.

This inclusive event offers unparalleled opportunities for team building, connecting with the Co-op commercial and buying teams, and showcasing your brand and products in the activation village.

PRICING

Boat of 4: £5,000 + VAT

SPONSORSHIP

Major Sponsor: £12,000 + VAT

Activations: £750 + VAT

Other sponsorship opportunities available

WATCH THE PROMO VIDEO



CONTACT US TO ENQUIRE



WEBSITE

groceryaid.org.uk/events/windermere-row



CONTACT

events@groceryaid.org.uk



There are loads of activations, people interact with products and the suppliers in a way that they haven't before.



Rebecca Oliver-Mooney
Head of Commercial, Co-op



**AMOUNT RAISED
PREVIOUS YEAR**

£240K



Waitrose & Partners Garden Party

Thursday 15th May 2025
Henley-on-Thames



AMOUNT RAISED
PREVIOUS YEAR

£585k

Experience an extraordinary evening with 1,300 industry guests, including key Waitrose & Partners colleagues, at the highly anticipated luxury garden party of the year.

In 2025, Waitrose & Partners Garden Party will be moving to a new venue to allow more space for engaging with industry peers and showcasing your products through bars and bespoke activations. The evening is complete with headline music acts, a celebrity host, and a menu curated by the Waitrose & Partners innovation chefs allowing you to immerse yourself in the celebration of everything Waitrose. All fundraising for this event is shared between three chosen charities: GroceryAid, FareShare and The Trussell Trust.

PRICES

Premium Table of 10: £15,000 + VAT

Standard Table of 10: £11,000 + VAT

SPONSORSHIP

Photo Activation: £12,000 + VAT

Bar Sponsorship: £10,000 + VAT

Outside Activation: £5,000 + VAT

Gift Bag Sponsorship: £2,000 + VAT

Bespoke sponsorships opportunities available

“

It's always good to not only network with the rest of the industry, but network with your Waitrose colleagues and be part of the event.”

Matthew Macdonald
VP, ARLA FOOD

WATCH THE PROMO VIDEO



CONTACT

waitrose@groceryaid.org.uk

WEBSITE

groceryaid.org.uk/events/waitrose-partners-garden-party





Thursday 12th June 2025

Bisham Abbey National Sports Centre,
Marlow

PRICING

Team of 10: £10,000 + VAT

Team of 5: £5,000 + VAT

SPONSORSHIP

Major Sponsor: £15,000 + VAT
(includes a boat of 10 and member
of the Booker Exec Team)

Bag Sponsor: £2,000 + VAT

Activations: £750 + VAT

Other sponsorship opportunities
available

An exhilarating day of dragon boat racing awaits, where teams compete in a three and a half hour outdoor challenge suitable for all.

This event offers an exceptional opportunity to create strong connections with Booker commercial teams, network with industry peers, and showcase brands and products through dynamic activations in our activation village.

Each boat includes one Booker colleague, fostering a relaxed and fun environment to strengthen relationships. All colleagues receive a medal of participation, t-shirt and event branded headband to wear on the water. After all races have finished, there is a prize giving ceremony and BBQ lunch, providing further opportunities to build strong team bonds.

WATCH THE PROMO VIDEO



CONTACT US TO ENQUIRE



WEBSITE

groceryaid.org.uk/events/booker-dragon-boat-race



CONTACT

events@groceryaid.org.uk



It's a great opportunity to get together with our supplier partners and take a bit of time together to have a bit of fun and reflect on all the hard work we're doing.



Sheila Gallagher
Commercial Director, Booker



**AMOUNT RAISED
PREVIOUS YEAR**

£275K



Wednesday 25th June 2025

Woburn Golf Club, Milton Keynes

PRICING

4 Ball: £5,000 + VAT

Individual Golfer: £1,500 + VAT

Intro to Golf: £750 + VAT

SPONSORSHIP

Activations: £750 + VAT

Other sponsorship opportunities available



Returning to the Marquess Course at Woburn Golf Club, over 150 golfers will enjoy an unforgettable day of networking outside of the boardroom. Don't miss this chance to combine networking and camaraderie at one of the UK's most iconic golf courses.

With senior contacts from retailers and suppliers in attendance, including Commercial Directors, Category Directors and Buyers, this inclusive event is a prime opportunity to showcase your brand and products to influential industry peers. Beyond the golf course, there are exciting opportunities to connect with contacts and share in the team spirit and fun of the day, both on the golf course and back at the clubhouse at the end of the day.

For golfing beginners, our Intro to Golf Experience allows you to get involved without the pressure of playing all 18 holes. Enjoy a two-hour lesson with a Woburn Golf Club pro before joining the rest of our golfers for prize giving and a delicious BBQ.

CONTACT US TO ENQUIRE



WEBSITE

groceryaid.org.uk/events/golf-day



CONTACT

events@groceryaid.org.uk



Whilst at a GroceryAid Golf Day, a Buying Director saw our product and within a week we had a meeting with the Asda buyer. Over the following few months, we thrashed out commercials and have now launched in over 300 Asda stores!



David Wilcock
Business Manager UK and Europe, Shott Beverages



AMOUNT RAISED
PREVIOUS YEAR

£155K


THURSDAY 3RD JULY 2025
KENWOOD HOUSE, LONDON
Standard Ticket £395 + VAT
VIP Ticket £625 + VAT
SPONSORSHIP PACKAGES
**XL Activation
£25,000 + VAT**
**Incubator
£4,000 + VAT**
**Large Activation
£15,000 + VAT**
**Main Stage
£50,000 + VAT**
**Medium Activation
£10,000 + VAT**
**Demo Kitchen
£20,000 + VAT**
**Small Activation
£6,000 + VAT**
**Bandstand
£20,000 + VAT**


Whether you are coming to reward and recognise your team for their hard work, activate your brand in front of senior industry figures, or to network and provide hospitality for industry connections, Barcode Festival is always a unique celebration of the sector.

In 2025 Barcode Festival moves to a new venue which means more colleagues, more brands, and more opportunities to get involved.

With over 1,000 retailer guests and 901 senior level attendees joining us in 2024, Barcode Festival is the only place to see representatives from the whole grocery industry on the same day.

CONTACT
events@groceryaid.org.uk
WEBSITE
barcodefestival.co.uk
WATCH PROMO VIDEO

**AMOUNT RAISED
PREVIOUS YEAR**
£1.3 MILLION

“ In terms of activation and getting your brand out there, you can't beat it. There's such key figures from the trade at Barcode Festival but also everyone turning up is a consumer so you're learning all the time. We're certainly going to be back activating again, it's always the hottest ticket that everyone wants. Anyone who isn't here is missing out! **”**

Marcus Freer
COO, SHS Group



**Wednesday 16th to Friday
18th July 2025**

Peak District

PRICING

Rider: £2,200

SPONSORSHIP

Major Sponsor: £18,000 + VAT

Finish Line Sponsor: £2,500 + VAT

Water Bottle Sponsor: £1,500 + VAT

Lunchtime Sponsor: £1,500 + VAT

Jersey Sponsor: £950 + VAT

Refreshment Stop Sponsor: £950 + VAT

Other sponsorship opportunities
available



With a new route for 2025, this event offers a perfect blend of pushing your limits and forging strong relationships with senior industry colleagues from wholesale, retail and convenience sectors.

Each day brings fresh challenges, all while staying in one central hotel. On Wednesday, everyone will ride through the breathtaking UK scenery together before choosing the Challenging or Intermediate route for Thursday and Friday's cycles. For the daring and determined, the Challenging route is a 100-140km cycle with a 2,800m climb per day, but if you're seeking a more approachable yet still challenging ride, the Intermediate route is a 70-100km cycle with 1,500m climb per day.

By taking part in this challenge, you'll raise vital funds for GroceryAid and benefit from support leading up to the event as well as at the event itself, including training plans and rides and dedicated guides. Toast your achievements with a celebratory dinner on Friday night and build lifelong connections through this incredible journey.

CONTACT US TO ENQUIRE



WEBSITE

groceryaid.org.uk/events/pedal-the-peaks



CONTACT

events@groceryaid.org.uk



Signing up for the GroceryAid event gave me an amazing opportunity to challenge myself, pushing myself out of my comfort zone and raising funds to support the industry. The feeling of accomplishment was incredible as I crossed the finish line and I highly recommend this well organised and supported event.



Leanne Parkes

Business Account Manager, KP
Snacks



**AMOUNT RAISED
PREVIOUS YEAR**

£190K



**Wednesday 3rd - Friday 5th
September 2025**
UK and Amsterdam

PRICING

Rider: £2,450

SPONSORSHIP

Major Sponsor: £18,000 + VAT

Finish Line Sponsor: £2,500 + VAT

Water Bottle Sponsor: £1,500 + VAT

Lunchtime Sponsor: £1,500 + VAT

Jersey Sponsor: £950 + VAT

Refreshment Stop Sponsor: £950 + VAT

Other sponsorship opportunities
available



Embark on a thrilling three day cycle challenge from London to Amsterdam, a new route for 2025 which is perfect for those seeking a new adventure.

This event offers the chance to push your limits, achieve personal goals, and build lasting relationships with industry colleagues while raising vital funds for GroceryAid. Ride through the picturesque UK countryside and experience the stunning scenery as you make your way to Amsterdam.

With a dedicated guide, support crew, and all food and drink included, you'll be fully supported every mile. Additional perks including training rides and a celebratory dinner, making this an unforgettable journey of camaraderie and achievement.

CONTACT US TO ENQUIRE



WEBSITE

groceryaid.org.uk/events/london-to-amsterdam



CONTACT

events@groceryaid.org.uk



I love the GroceryAid cycle. The sense of accomplishment is awesome. The GroceryAid team do a great job organising these events, so you can focus on raising money for such a fantastic cause and connecting with colleagues across the industry in an informal way.



James Waddy

Category Director - Bakery, Dairy
and Local, Tesco



**AMOUNT RAISED
PREVIOUS YEAR**

£235K



Friday 19th September 2025

E.J. Churchill Shooting Ground,
Buckinghamshire

PRICING

Team of 4: £5,000 + VAT

SPONSORSHIP

Activations: £750 + VAT

Other sponsorship opportunities
available

Whether you're an expert shot or have never held a gun before, this event is suitable for everyone and offers a prime opportunity to network with senior Tesco colleagues.

It's more than just a day out; it's an exciting chance to build strong bonds with your team and showcase your brand to industry peers in a relaxed setting.

Revel in camaraderie as you connect with Tesco contacts outside of the boardroom. With the highly coveted Category Cup up for grabs, this event is a must-attend for anyone looking to strengthen professional relationships and enjoy a memorable team-building experience. Once the shooting has finished, the networking opportunities continue throughout the afternoon during the BBQ back at the Pavilion.

WATCH THE PROMO VIDEO



CONTACT US TO ENQUIRE



WEBSITE

groceryaid.org.uk/events/clay-pigeon-shoot



CONTACT

events@groceryaid.org.uk



The Clay Pigeon Shoot is something that we organise as a brilliant, diverse event for people in the grocery industry to attend and have a good time. It's vital that we support GroceryAid in Tesco. We have a massive responsibility to ensure that the right amount of investment gets into the charity to support people who are in need at times of challenge.

Mark Suddaby
Category Director, Tesco



**AMOUNT RAISED
PREVIOUS YEAR**

£190K

ASDA Tickled Pink



Thursday 16th October 2025

**Yorkshire Event Centre,
Harrogate**

This black-tie event is the perfect opportunity for all current Asda suppliers to network with Asda colleagues in a relaxed setting. Join 1,800 colleagues for a spectacular three-course meal, followed by world-class entertainment that will have you dancing all night.

With all crucial fundraising during the exciting auction and raffle shared between GroceryAid, Breast Cancer Now and CoppaFeel!, this is your chance to support three incredible causes and build valuable industry connections with Asda colleagues whilst making a difference.

"The Tickled Pink Ball is an amazing event. It's brings colleagues and suppliers together as one team to raise an incredible amount of money for an important group of charities."

Liz Evans
Chief Commercial Officer - Non-Food,
Asda

AMOUNT RAISED PREVIOUS YEAR

Over £1million

Premium Table of 10 £15,000 + VAT

Standard Table of 10 £12,500 + VAT

Standard Table of 12 £15,000 + VAT

WATCH THE PROMO VIDEO



SPONSORSHIP PACKAGES

Sponsorship opportunities available

CONTACT US TO ENQUIRE



CONTACT

asdatickledpinkball@groceryaid.org.uk

WEBSITE

groceryaid.org.uk/events/asda-tickled-pink-gala-ball





Friday 14th November 2025

JW Marriott Grosvenor House,
Park Lane, London

PRICING

Premium Table of 10: £15,000 + VAT

Standard Table of 10: £10,000 + VAT

SPONSORSHIP

Bar Sponsorship: £10,000 + VAT

Other sponsorship opportunities
available

The GroceryAid Sporting Lunch attracts over 1,200 guests, including senior commercial and trading teams from across the industry, who come together to support GroceryAid and raise more than £1million for colleagues in need.

This event features an afternoon filled with entertainment, including appearances and discussions with over 30 of the UK's most celebrated sporting legends, both past and present. Previous guests include Sir Mo Farah, Roy Hodgson CBE, Lauren Steadman MBE, Mike Tindall and Rebecca Adlington.

As GroceryAid's longest running event, the Sporting Lunch is a calendar highlight, known for its excellent networking opportunities, outstanding entertainment, and delicious three-course lunch. Tickets to this iconic event are in high demand and sell out quickly.

WATCH THE PROMO VIDEO



CONTACT US TO ENQUIRE



WEBSITE

groceryaid.org.uk/events/sporting-lunch



CONTACT

events@groceryaid.org.uk



**AMOUNT RAISED
PREVIOUS YEAR**

£1million



Even as someone who isn't the world's biggest sports fan, I thoroughly enjoyed the Sporting Lunch. Hearing the personal stories and challenges of the sporting heroes made it so much more than just about the game - it was a celebration of resilience, passion and human spirit which everyone can connect with.



Sophie Hogg
Category Director - Beers, Wines
& Spirits at Sainsbury's

TESCO GLITZ BALL

SUPPORTING



Wednesday 19th November 2025
Battersea Evolution, London

Tesco Glitz Ball is an exciting addition to the GroceryAid annual calendar. 1,800 industry colleagues, including Tesco commercial contacts, will gather for an unforgettable evening honouring all things Tesco.

Guests and brands will have the opportunity to elevate their profile and network with Tesco's senior executives and buying teams whilst they enjoy live entertainment and exquisite food. It's a prime chance to showcase your products, connect with influential Tesco and industry peers, and raise vital funds for GroceryAid.



Premium Table of 10

£15,000 + VAT

Standard Table of 10

£12,500 + VAT

Sponsorship Packages

Photo Activation: £12,000 + VAT

Bar Sponsorship: £10,000 + VAT

Other sponsorship opportunities available



CONTACT

tescoglitz@groceryaid.org.uk



WEBSITE

groceryaid.org.uk/events/tesco-glitz-ball

CONTACT US TO ENQUIRE



FUNDRAISING TARGET

£1.2million

Sainsbury's

Big Bash

SUPPORTING GroceryAid COMIC RELIEF

Thursday 4th
December 2025

Battersea
Evolution, London

"Colleagues love this event. It's a great way to celebrate our achievements, network with suppliers and just have a really good, fun evening to wrap the year up before we roll into Christmas"

Richard Crampton

DIRECTOR OF FRESH FOODS,
SAINSBURY'S

AMOUNT RAISED
PREVIOUS YEAR

£1.1million

Sainsbury's Big Bash welcomes more than 1,600 guests, including suppliers and Sainsbury's colleagues, to Battersea Evolution for a memorable evening of festive fun.

Sainsbury's innovation chefs treat guests to a bespoke menu, while celebrity entertainment creates the party atmosphere. Guests enjoy exciting brand activations throughout the evening and the chance to connect with industry colleagues. Profits from the event are donated to GroceryAid and Comic Relief.

PRICES

Premium Table of 10
£15,000 + VAT

Standard Table of 10
£12,500 + VAT

SPONSORSHIP

Bar Sponsorship
£10,000 + VAT

Other sponsorship opportunities available

CONTACT

sainsburys@groceryaid.org.uk

WEBSITE

groceryaid.org.uk/events/sainsburys-big-bash

CONTACT US TO ENQUIRE



WATCH THE PROMO VIDEO





12 Month Programme January – December



Accelerating a truly diverse and inclusive grocery industry.

The D&I in Grocery Programme is suitable for everyone, whether you are a dedicated Diversity and Inclusion (D&I) practitioner or an ally wanting to drive change. The Programme is delivered and facilitated by GroceryAid, with the support of the Strategy Steering Group and three Workstream Steering Groups that ensure it is meeting both the current and future needs of its 102 Partners. It is a Programme created for the industry by the industry to support its 2.6 million employees.

Becoming a Partner provides individuals and organisations with exclusive benefits, which include:

- Track your progress through the D&I in Grocery Maturity Model and benchmark against the industry
- Learn from 100+ Partners to drive change through our unique connections service
- Gain knowledge through shared experiences of individuals and organisations to transform your business strategy and accelerate change
- Company-wide access to resources and a network of over 2,500 allies on The Partner HUB
- Bespoke 121 check-ins throughout the year to support you on your D&I journey
- Opportunity to influence action by sitting on a Steering Group
- Brand exposure across the Programme and event collateral

The Partner HUB

With a community of over 2,500 change makers, The Partner HUB is the place to share activity, connect across the partnership, utilise the growing library of resources including policies, guides, toolkits and podcasts. It's easy to catch up on-demand across previous Learning Labs and D&I in Grocery LIVE! sessions.

Features of The Partner HUB:

- Exclusive Partner networking platform
- Invite unlimited colleagues to join the network
- Connect with like-minded allies
- Learn more about specific topics of interest
- Share with the community about your progress
- Watch Learning Labs live or on-demand
- Shared interest topic discussions
- Access to shared resources, including topic specific toolkits and policies



Get Involved

Across a ready-made 12-month programme, Partners track annual progress through the Maturity Model and engage through our three main workstreams: Mentoring, Shared Learning and, the unmissable annual event, D&I in Grocery LIVE!

MATURITY MODEL

The model identifies focus areas for individual Partners and influences the Programme to drive change and track progress on an annual basis.

Benefits include:

- Provides an instant learning experience whilst completing the model
- Identifies areas to connect with Partners across the partnership to accelerate your journey
- Can be completed in under two hours and does not require supporting evidence
- Provides an instant learning experience whilst completing the model and receive an instant individual report showing your results
- Receive a benchmark report showing your results against the industry
- Please note, the only data published is the overall programme score
- Identifies key areas of focus across the industry to collectively accelerate change

SHARED LEARNING

Collaboration is the strength behind our Shared Learning workstream, connecting 100+ Partners through a learning programme to accelerate change.

Benefits include:

- Company-wide access to shared resources such as policies and toolkits on The Partner HUB
- 10 monthly live Learning Labs
- Stories to Inspire Podcasts to learn through lived experiences
- Cross-industry Employee Resource Group (ERG) Forums
- Access to an annual D&I Calendar

MENTORING

Our cross-company Mentoring Programme welcomes over 440 leaders of today and tomorrow on a 12-month journey which provides equity to historically underrepresented communities.

Benefits include:

- Programme can be tailored to work alongside your organisation's D&I and talent strategy
- Provide leaders of tomorrow with cross-company coaching and development
- Provide business leaders with the opportunity to broaden their cultural understanding and learn from lived experiences
- Networking sessions for all mentees
- Opportunity to purchase additional Mentoring pairs at £700 + VAT



CONTACT: hello@diversityingrocery.co.uk



WEBSITE: diversityingrocery.co.uk



Partnership Packages

HEADLINE PARTNER

Our Headline Partners are established trailblazers in the D&I arena who are committed to sharing best practice for the wider benefit of the industry.

Annual cost is £21,150 + VAT which includes:

- Connections service: be connected to Partners that can help accelerate your journey
- Maturity Model: completion and benchmark reporting against the industry
- Shared Learning: 10 live monthly Learning Labs, guaranteed opportunity to lead a Learning Lab, company-wide access to all resources on The Partner HUB, plus participation at cross-industry ERG Forums
- Mentoring Programme: submission of up to four mentees and four mentors with networking sessions for all mentees
- D&I in Grocery LIVE!: 20 tickets to the event and five virtual tickets allocated, plus a place on the D&I in Grocery LIVE! agenda

MAJOR PARTNER

Join the D&I in Grocery network and benefit from connecting with forward-thinking organisations committed to making a difference through connecting and collaborating.

Annual cost is £15,900 + VAT which includes:

- Connections service: be connected to Partners that can help accelerate your journey
- Maturity Model: completion and benchmark reporting against the industry
- Shared Learning: 10 live monthly Learning Labs, opportunity to collaborate on a Learning Lab with a Headline Partner, company-wide access to all resources on The Partner HUB, plus participation at cross-industry ERG Forums
- Mentoring Programme: submission of up to three mentees and three mentors with networking sessions for all mentees
- D&I in Grocery LIVE!: 10 tickets to the event and opportunity to apply for a slot on the agenda

SME PARTNER*

Wherever your organisation is on its journey, D&I in Grocery will support your goals.

Annual cost is £2,500 + VAT which includes:

- Connections service: be connected to Partners that can help accelerate your journey
- Maturity Model: completion and benchmark reporting against the industry
- Shared Learning: 10 live monthly Learning Labs, opportunity to collaborate on a Learning Lab with a Headline Partner, company-wide access to all resources on The Partner HUB, plus participation at cross-industry ERG Forums
- D&I in Grocery LIVE!: two tickets to the event
- ***Please note SME Partners must meet the threshold of under 250 employees with a turnover of £42million or less (as per Government guidelines)**



CONTACT: hello@diversityingrocery.co.uk



WEBSITE: diversityingrocery.co.uk



26th September 2025

InterContinental London, The O2

D&I in Grocery LIVE! unites the industry, at the largest D&I event in the grocery sector, to accelerate a truly diverse and inclusive industry. The event brings together up to 1,600 colleagues across Partner and Non-Partner organisations.

Benefits include:

- Unique agenda providing a personalised experience
- Learn and develop personally and professionally
- Suitable for businesses at any stage of their D&I journey
- Tangible takeaways to aid action
- Virtual ticket option available

Join us for a day like no other.

WATCH THE VIDEO



CONTACT US TO ENQUIRE



CONTACT

hello@diversityingrocery.co.uk



WEBSITE

diversityingrocery.co.uk

**Tickets
£395 + VAT
Virtual
£175 + VAT**



// We come away from a day at D&I in Grocery LIVE! with a notebook full of ideas and new contacts to keep moving forward. //

Caroline Cater, Vice President, People and Culture, Coca-Cola European Partners

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