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## **MEDIA RELEASE**

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### **Lincolnshire Co-op increases range of local products**

Lincolnshire Co-op has introduced new products and suppliers, expanding its Love Local range and making it even easier for customers to support local businesses while enjoying high quality, unique products.

The range features products from **45 local suppliers** based in and around the co-op's trading area, which includes communities in **Lincolnshire, Nottinghamshire, South Yorkshire, and Cambridgeshire**.

Five suppliers are new to the range; **Riviera Iced Tea**, based in Newark, Nottinghamshire, drinks company **Edwards 1902**, based in Brigg, Lincolnshire, **No.12 Chocolatier**, based in Kirton in Lindsey, Lincolnshire, coffee makers **Seven Districts**, based in Welton, Lincolnshire, and confectionary business **Awesome Walrus**, based in Chapel St Leonards, Lincolnshire.

For Riviera Iced Tea, this has marked the businesses' **retail debut**.

Founder of Riviera Iced Tea, Fran Gresswell, said: *“Becoming a Love Local supplier has completely transformed my business. Getting into retail is a huge step for a business and can often be a daunting task.*

*“However, Lincolnshire Co-op has given me this opportunity and taken a chance on my small business, in turn opening so many doors. Having a friendly team working with you to develop and grow the partnership adds to the experience.”*

Gifting bays have been introduced in several Lincolnshire Co-op food stores, meaning pre-existing suppliers, such as pork scratching business **Oink**, based in Welton, Lincolnshire, and **Pheasantry Brewery**, based near East Markham, Nottinghamshire, have also been able to expand their product range.

**Glorious Chocolate**, based in Grantham, Lincolnshire, is a new supplier also stocked within this space.

The retailer has shared their intentions to **continue growing the Love Local range** and has encouraged local business owners to get in touch.

However, Lincolnshire Co-op's support for local businesses goes beyond the shop shelves; the co-op also provides an array of **free promotional opportunities**.

The retailer offers its 290,000 members exclusive discounts at local attractions and businesses, ranging from family days out, with reduced prices for **Skegness Aquarium** or **Lincolnshire**

**Wildlife Park**, to offers with fashion retailers, such as **House of Cavani** or **Jailhouse Frock**, both based in Lincoln.

At events such as **Lincolnshire Show**, Lincolnshire Co-op allocates trading space to local vendors within its plot. Its **annual members' meetings** often begin with members browsing an indoor Christmas market, presenting local businesses with another free opportunity to hold a stall.

Owner of No.12 Chocolatier, Paul North, said: *"Our relationship with Lincolnshire Co-op has grown over time; it all began with a member offer, which was a great driver for footfall into our shop. Soon after, we started attending events with Lincolnshire Co-op, connecting with new customers at both the Lincolnshire Show and the co-op's annual members' meeting."*

*"Our high-quality chocolate and fantastic flavours proved exceptionally popular, and we were soon given the opportunity to become a Love Local supplier. Chocolate making is my passion, and for my creations to be stocked in shops across the county is a dream come true!*

*"With large orders to fulfil, the co-op team were on hand to help us navigate any necessary adaptations. For example, we needed to source some extra packaging, and Lincolnshire Co-op connected us with another local business who were able to help. This support makes expanding our retail presence so much more accessible."*

Chief Purpose and Proposition Officer at Lincolnshire Co-op, **Laura Dunne**, commented that the Love Local range is part of what makes the co-op different.

Laura said: *“Lincolnshire Co-op’s continued investment in local partnerships reinforces its commitment to supporting our local economy. This is key in driving our purpose, which is to make life better in our communities.*

*“The Love Local range sets us apart from many other retailers and reflects the high standards that customers can expect when they visit our food stores.*

*“We are really excited to welcome new suppliers into our popular Love Local range, presenting customers with even more choice, and making it easier than ever to support local businesses.”*

Businesses interested in becoming a Lincolnshire Co-op Love Local supplier can get in touch by emailing [buying@lincolnshire.coop](mailto:buying@lincolnshire.coop).

## **Ends**

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## **Notes to editors:**

1. **Lincolnshire Co-op** is an independent co-operative society. Its purpose is to bring together ideas, energy and resources to make life better in communities. It has around 300,000 members and 2,900 local colleagues in Lincolnshire and the surrounding counties and an elected board of directors who oversee the business.  
The society provides **valued services** and supports the **local economy** from outlets across its trading area including food stores, filling stations, post offices, travel branches, funeral homes, a florist, a crematorium and community libraries. It also cares for

people's **health and wellbeing** through its pharmacies and support for a network of wellbeing walks. Local good causes benefit through its Community Champions scheme and together, colleagues and members also look after the **local environment** through volunteering.

As well as its trading outlets, Lincolnshire Co-op owns properties, from flats and houses to commercial premises. The society brings land and buildings back into use to create attractive environments. With Lincolnshire Co-op as landlord, rents stay local and are invested in schemes that benefit the community.