



DUNELM LAUNCHES WITH TOO GOOD TO GO, WITH SURPRISE BAGS OF FOOD AVAILABLE FROM JUST £3.20



- Dunelm has announced its partnership with Too Good To Go, in a bid to reduce food waste.
- Dunelm is rolling out the scheme across 153 of its stores with a Pausa Café, offering customers the opportunity to access good food at great value for money.
- Customers can get their hands on a Surprise Bag for just £3.20.

Dunelm, the UK's largest homewares retailer, has announced the launch of its partnership with Too Good To Go in 153 stores across the UK.

The bag's contents will vary day-to-day, but customers can expect to receive a selection of hot and cold food, including sandwiches, cakes and fruit – whatever hasn't sold that day.

Andrew Hamilton, Store Experience Director at Dunelm says: "Our Pausa Cafés offer great quality food to our customers and now, thanks to the partnership with Too Good To Go, we are able to manage food waste whilst offering our customers the opportunity to access good food at great value for money."

The partnership was announced after the success of Dunelm's trial across 18 stores. Since joining forces with Too Good To Go in August 2023, the stores have sold over 15,000 Surprise Bags, reducing waste by 6.3%, and contributing to an estimated avoidance of 42,792kg of CO2e emissions. This is the equivalent of 147 flights from Berlin to London (one-way) and has avoided 12,837,690 litres of water use.

Sophie Trueman, Country Director at Too Good To Go UK, adds: "Dunelm's commitment means continuing to move forward to having an even more positive impact on the planet. We are absolutely

thrilled to have Dunelm joining our community of users and businesses committed to have a positive impact on the fight against food waste."

Dunelm customers can join 14.8 million who have downloaded the Too Good To Go app already and help save good food from going to waste, all at a reduced price.

Simply download the free Too Good To Go app, search for the nearest Dunelm store in the area with a café, reserve a Surprise Bag, and arrive at the store at the pick-up time set.

Circa 40% of all food produced is wasted every year, contributing to 10% of all human-caused greenhouse gas emissions ([WWF, 2021](#)). According to [Project Drawdown \(2020\)](#), reducing food waste is the number one action people can take to help tackle climate change, by limiting the temperature rise to just 2°C by 2100.

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Notes to Editors:

About Dunelm

Dunelm is the UK's market leader in homewares with a purpose 'to help create the joy of truly feeling at home, now and for generations to come'. Its specialist customer proposition offers value, quality, choice and style across an extensive range of products, spanning multiple homewares and furniture categories and including services such as Made to Measure window treatments.

The business was founded in 1979 by the Adderley family, beginning as a curtains stall on Leicester market before expanding its store footprint. The business has grown to 183 stores across the UK and has developed a successful online offer through dunelm.com which includes home delivery and Click & Collect options. Most stores include Pausa coffee shops, where customers can enjoy a range of hot and cold food and drinks.

From its textiles heritage in areas such as bedding, curtains, cushions, quilts and pillows, Dunelm has built a comprehensive offer as 'The Home of Homes' including furniture, kitchenware, dining, lighting, outdoor, decoration and DIY. The business predominantly sells specialist own-brand products sourced from long-term, committed suppliers.

Dunelm is headquartered in Leicester and employs over 11,000 colleagues.

About Too Good To Go

Too Good To Go is a certified B Corp social impact company that helps 85 million registered users and 155,000 active business partners unlock value from surplus food and reduce food waste. Too Good To Go operates the world's largest marketplace for surplus food, active in 17 countries across Europe and North America. The company partners with some of the industry's biggest players across Grocery

Retail, Bakery Cafe, Fast Casual, QSR and Manufacturing, including Carrefour, ALDI, Unilever, Starbucks, SPAR, Costa Coffee, PAUL Group, and Biedronka.

For more information see www.toogoodtogo.co.uk