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**Attracting and recruiting staff challenge for 68% and 80% of grocery and eating out businesses respectively**

Attracting and recruiting staff is a challenge for 68% of grocery businesses, increasing to 80% for eating out businesses. Brexit workforce migration, low paying sectors and increased competition exacerbated by the pandemic are named leading reasons behind the current staff challenges.

Operators across different segments of the supply chain are investing in the future of staffing in the UK food & beverage industry, and the FWD has lobbied the government for more international labour. The FWD has also created the Future Leaders Forum, bringing together up-and-coming leaders within the sector to develop talent and benefit the industry.

Some F&B businesses have focused on inclusivity and training to tackle staff challenges; pork supplier giant **Pilgrim’s UK** launched a Butchery & Abattoir Academy in a bid to attract new talent into the industry. **AF Blakemore** revealed it has helped 108 colleagues gain a new LGV driving license in the past year, covering all training costs, investing into driver training to help the industry overcome driver shortages. **JJ Foodservice** has launched a female friendly recruitment campaign to encourage more women to consider HGV driver roles, aiming to fill the gap by broadening its talent pool.

An added focus on mental health wellbeing is expected to be a key development for operators going forward: Scottish wholesaler **JW Filshill** set up a wellness group in October 2021 to help look after the mental health wellbeing of its retailers.

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**Report Methodology**

The Lumina Intelligence UK Wholesale Market Report 2022 is the definitive report for the UK wholesale industry. The report comprehensively covers the size of the UK wholesale market and its sub-channels, as well as its competitive landscape, with profiles on the UK’s leading wholesalers.

The report was produced through the following Lumina tools:

* Wholesale Market Report Survey 2022, with 400 telephone interviews total, conducted during the September-October 2022 period.
* Market Sizing & Operator Data Index: Market sizing data tracking the performance of hospitality, grocery and wholesale operators, based on turnover and outlet numbers.
* Top of Mind Business Leaders Survey: Lumina Intelligence Top of Mind business leaders survey is an online questionnaire targeted at industry professionals across the eating out and grocery retail markets, focused on understanding the current trading environment, challenges and growth opportunities. For the Wholesale Market Report 2022 we tracked responses from 100 leaders working in senior management positions.

**About Lumina Intelligence**

Lumina Intelligence inspires the global food and drink sector with deep, actionable insights powered by the world’s best analytics technology. Our products and services are used by the major brands and organisations in these fast-moving and growing markets to support business planning, strategic marketing, and new product development.