Budgens Independent Retailers Raised Over £5,300 Worth Of Fresh Food To Local Charities

Sunday 3 November, 2013

Budgens Independent Retailers created the world's first ever 'Virtual Harvest'and raised over £5,300 to provide fresh food to causes local to their stores.

Last month, local shoppers around the UK were able to take part in the world's first Virtual Harvest, as Budgens independent retailers came together to bring the age-old Harvest-time tradition into the 21st century, in support of each store's local good causes.

Instead of collecting the traditional food donations such as cans and dried goods, Budgens retailers put technology at the centre of this year's Harvest festival, making scannable £1 coupons available around their stores for shoppers to scan when they reached the check out.

The 22 stores that took part in the Virtual Harvest raised a total of £5,389 between them, which was used to donate fresh foods to food banks and hospices local to each store. The food will help to feed people in crisis as the winter months approach.

The independent retailers who partner with Budgens pride themselves on their work in supporting the local community. One retailer, Jonathan Fraser, comments:

"I believe that the true Harvest festival is all about fresh food and I wanted to make it easy for our local shoppers to donate. By having a virtual collection in store, it also helped to raise awareness of the food bank in our local community, which is always looking for donations to feed families in need.
Collecting virtual money and using this to provide a fruit and vegetable package brings the Harvest up to date with the 21st century and makes the process of donating easy for everyone involved."

Robin Aid, a spokesperson from the Oxford Food Bank is delighted to welcome the harvest donation from Budgens of Yarnton, he said:

"Thanks to forward-thinking Budgens retailers, the Harvest festival has been brought up to date with the 21st century, allowing local people to donate money which was used to provide useful food of our choice in a new and exciting way.

"The money raised through the Virtual Harvest was turned into a wonderful food hamper. A big thank you to all of the Budgens customers who donated."

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Notes to editor
Budgens stores are all locally owned by independent retailers

· Budgens believe that food tastes better when it's fresh and have been named Fresh Produce Retailer of the year for five consecutive years 2008-2012

· Founded by John Budgen in 1872, Budgens is believed to be one of the oldest supermarket brands in Great Britain

· Initially a small, local grocer, the company has expanded over time. The Budgens name appeared on a number of stores throughout the South of England, establishing a reputation for servicing the local communities with quality products

· In 2002, Budgens became part of the Musgrave Group and most of the stores were sold to independent retailers who remain in partnership with Budgens to provide good quality food at great value

Budgens stores taking part
· Budgens of Broadstone
· Budgens of Bromham
· Budgens of Bushey Heath
· Budgens of Cheddar
· Budgens of Chingford
· Budgens of Dersingham

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