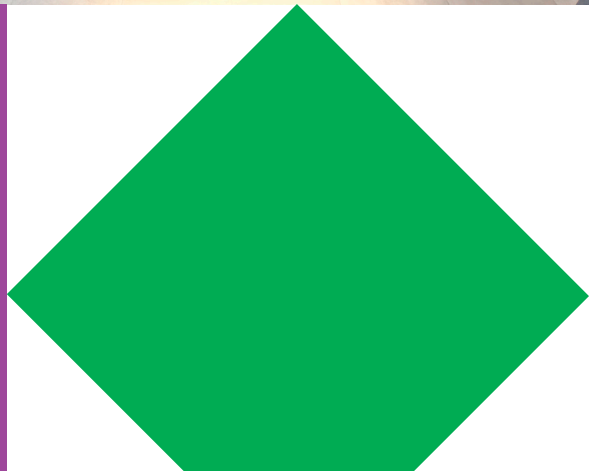
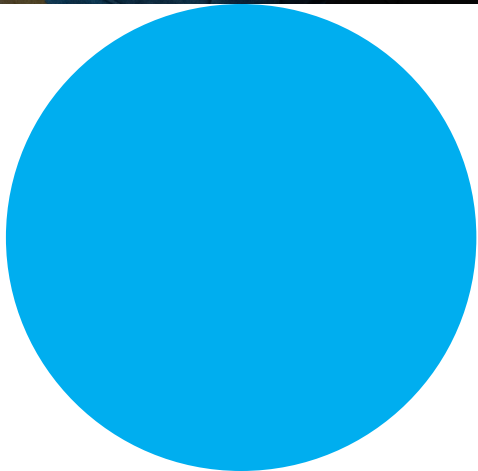




**fwd** FEDERATION OF  
WHOLESALE  
DISTRIBUTORS

# Diversity in Wholesale Sponsorship Information Pack 2025





# Welcome

Diversity in Wholesale (DiW) is celebrating a fantastic year. Our programme has developed to include more events than ever before and that is because of you - our Diversity in Wholesale sponsors.

In today's workplace, we know it is more important than ever to create an inclusive work culture where colleagues feel valued and respected. Our Diversity in Wholesale programme was instigated to support diversity and inclusion in the wholesale channel, and we are proud of what we have accomplished so far. Our events calendar, bookmarked by October's fantastic Diversity in Wholesale Conference and May's Women in Wholesale Speed Mentoring Event, demonstrates our commitment to strive for diversity and inclusion in the sector. Diversity in Wholesale sponsorship is invested back into the programme to create new opportunities to support your D&I agenda through events and training.

And we are excited that DiW is ever evolving. We are seeing record numbers in attendance at our events. Women in Wholesale membership numbers have seen a dramatic upturn, and the more newly established Future Leaders Forum continues to go from strength to strength. This initiative, aimed at under 35's, brings together future leaders through webinars and two in-person events a year. And there's more to look forward to, made possible because of our sponsors: we are excited to be launching the Mentorship Programme for 2024/25 and be celebrating 10 years of Women in Wholesale with a special parliamentary reception in 2025.

Alongside our programme of in-person events, Diversity in Wholesale continues to deliver online webinars for the sector, including Women in Wholesale Breakfast Briefings and our new Lunch Lab series.

Launched in 2024, each Lunch Lab session focuses on one of our seven pillars of diversity: Gender, Age, Disability, LGBTQ+, Neuro-Diversity, Ethnicity & Culture,

and Mental Health. These webinars are delivered by leading HR and employment law specialists, Neathouse, and provide insight and actions to ensure your business is creating a diverse, inclusive and equitable environment. We know this needs to start at the top, but we encourage employees from all levels to attend our events, both online and in person.

It's easy to engage with us and we encourage sponsors to share D&I activity with us via LinkedIn and on X. Our WholeStory podcast series is the perfect platform for you to discuss issues affecting the sector and this includes topics surrounding D&I. We have had some great special guests join us so far and we look forward to featuring even more from Diversity in Wholesale sponsors in the very near future.

There's no doubt that Diversity in Wholesale enables the sector to attract, retain and inspire the widest range of talent. Our goal is simple: to encourage and promote diversity and inclusion in wholesale through supporting talented people from all walks of life. This is only possible through the support of our sponsors. We need your ongoing support to continuously develop our programme. Thank you for your support!

**James Bielby**  
CEO, FWD



# Promoting Diversity in Wholesale

We know a diverse and inclusive workforce is important for employee retention and satisfaction. FWD's Diversity in Wholesale agenda supports businesses of all sizes. Here's a breakdown of what we do:

## Federation of Wholesale Distributors

### Seven Pillars of Diversity



### Diversity in Wholesale



#### WOMEN IN WHOLESALE

INSPIRE • SUPPORT • PROGRESS

##### Women in Wholesale

- Women Only Speed Mentoring Sessions
- Women Only Coaching Academy
- Allies Support Network
- Wellness Group
- Menopause Cafe



##### Future Leaders Forum

- Workshops
- Meetings
- Mentorship Scheme

## Why support this brilliant programme?



As a global company, Britvic is proud to produce, market, and distribute 39 beloved brands across over 100 countries. Our business is not just built on diversity, it thrives on it. That's why we're honoured to be a sponsor of FWD Diversity in Wholesale. Increasing the diversity of our workforce to ensure it reflects the wholesale sector and the wider communities we serve, is not only the right thing to do but essential for our future success and success of the sector. We all have very different experiences and tapping into that diverse thinking allows us to ensure we are meeting the needs of all our customers, consumers and communities.

Our involvement in the Diversity in Wholesale programme allows us to be part of a vibrant network that respects and represents the diverse values and voices of everyone in the sector. We take pride in our commitment to making a positive impact on society.” **Suzie Dixon, Convenience Director – Britvic**



# Promoting Diversity in Wholesale: Our events



Turn to the back page to see how to sign up to **FWD's Diversity in Wholesale in 2025**

## Diversity in Wholesale Conference

 10th October 2024

 30 Euston Square, London NW1 2FB.

**Register here:**

<https://tinyurl.com/2m989ndb>



## Mentorship Scheme

The Mentorship programme pairs an FLF member with a senior leader in the sector.  
(Runs from Sept 2024 – June 2025)

 Launch: 19th September 2024 with a welcome lunch

## Future Leaders Forum

**Two events per year, plus online sessions, all geared toward under 35s in the sector.**

**Sign up to the FLF here:**

<https://tinyurl.com/5dm6y2xn>



## Lunch Labs (online events)

Each webinar focuses on one of our seven pillars of diversity. Delivered by employment law and HR specialists, Neathouse. Look out for webinar invitations direct to your inbox and watch sessions you may have missed on our YouTube channel.

<https://tinyurl.com/2jre4weu>



## Women in Wholesale Breakfast Briefings (Online events)

**Sessions cover a range of topics including:**

New parents returning to work, menopause support, the gender pay gap, squiggly careers and more.

**Sign up to Women in Wholesale:**

<https://tinyurl.com/yemau68x>




## Women in Wholesale Celebrates 10 Years

**Parliamentary reception**

 18th March 2025

## Women in Wholesale Speed Mentoring Event

 2nd May 2025

## Feedback from our Women in Wholesale Coaching Academy



I have recommended this coaching academy to colleagues as I found it to be timely in my career journey and gave me a lot of confidence. My colleagues have noticed a change in my approach for the better and can see me putting my coaching into practice. I couldn't recommend it enough. I have done other mentoring schemes, but this one was by far the best in terms of matching up mentors, organisation and structure and passion of the coaches." **Amy Giles, Pladis Global**



## Why is it vital to support this brilliant programme?

Don't just take our word for it, hear from some of our current Diversity in Wholesale sponsors...



BOOKER

"We are honoured to sponsor the FWD Diversity in Wholesale initiative, recognising the immense value and opportunities that arise when businesses collaborate to drive positive change. At Booker, we are committed to creating an inclusive environment where everyone feels welcome and valued. The FWD Diversity in Wholesale event is a fantastic platform to explore diverse perspectives, challenge biases, and expand our understanding of the world. Whether it's through taking time to learn and understand, or spreading the word, every effort contributes to building equitable spaces." **Rebecca Mallows, People Director – Booker Group**



"FWD's Diversity in Wholesale programme provides a vital platform for members to engage in meaningful conversations and share best practices. By participating in this programme, DCS and other industry leaders can collaborate to create a more inclusive culture. These interactions are not just about compliance, but about building a community where every individual can thrive and contribute to their fullest potential." **Lily Hartin, Head of Commercial – DCS Group**



Nisa  
Making a Difference Locally

"Nisa is delighted to continue its support of the fantastic Diversity in Wholesale programme. Fully committed to being endlessly inclusive in every element of the business, we at Nisa are proud to play our part as a sponsor and encourage everybody to join this important community. By upskilling our people, getting equity and inclusion in everybody's minds, creates an environment where everybody can bring their whole selves to work." **Kate Carroll, Head of Charity – Nisa Retail**



"I am thrilled to share that Nestlé is once again proudly supporting the Diversity in Wholesale programme. As a company, we are committed to fostering diversity and inclusion within our own organisation, and we recognise the importance of extending this message across the wholesale sector. The impact of the Diversity in Wholesale programme has been truly remarkable. Through its various sessions and initiatives, it has successfully driven the message of diversity and inclusion throughout the channel. By sharing best practices and providing mentorship to future leaders, this programme has not only empowered individuals but has also influenced the supplier and customer base to embrace diversity and inclusion." **Samantha Howard, Senior National Account Manager – Nestlé UK**



Red Bull

"DiW has been central to the development of many of the team at Red Bull. From the WiW Speed Mentoring to the Future Leaders Forum and executive coaching sessions offered, there is such a variety of programmes offered to support the personal and professional development of our people. The events provide a welcomed space for us to network with like-minded people who understand our industry, finding common ground across a variety of topics. It also helps boost confidence and ambition in the younger generation coming through the wholesale channel, learning from those with more experience. Red Bull is proud to be a sponsor of the programme and support its ongoing growth!" **Hazel Banks, On Premise Wholesale Lead – Red Bull**



"Swizzels is honoured and proud to be a part of the FWD's Diversity in Wholesale initiative. We firmly believe that our people are our strongest asset, delivered through our own five people pillars of Passion, Integrity, Positivity, Teamwork and Respect. This programme connects beautifully and has allowed some of the team to learn and grow through the conception of interesting and relevant events, access to inspiring people and in a safe, open and honest environment. Wholesale is fuelled by outstanding entrepreneurs from all walks of life. The DiW programme harnesses and shares this wealth of knowledge to provide a route that we can all embrace together - to drive successfully forward, through collaboration, teamwork and pride in what we do. It really is an excellent programme and the perfect model for the wonderful world of wholesale!" **Ben Cooper, National Account Controller, Wholesale – Swizzels Matlow**



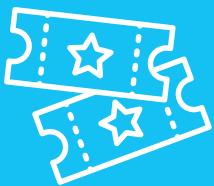
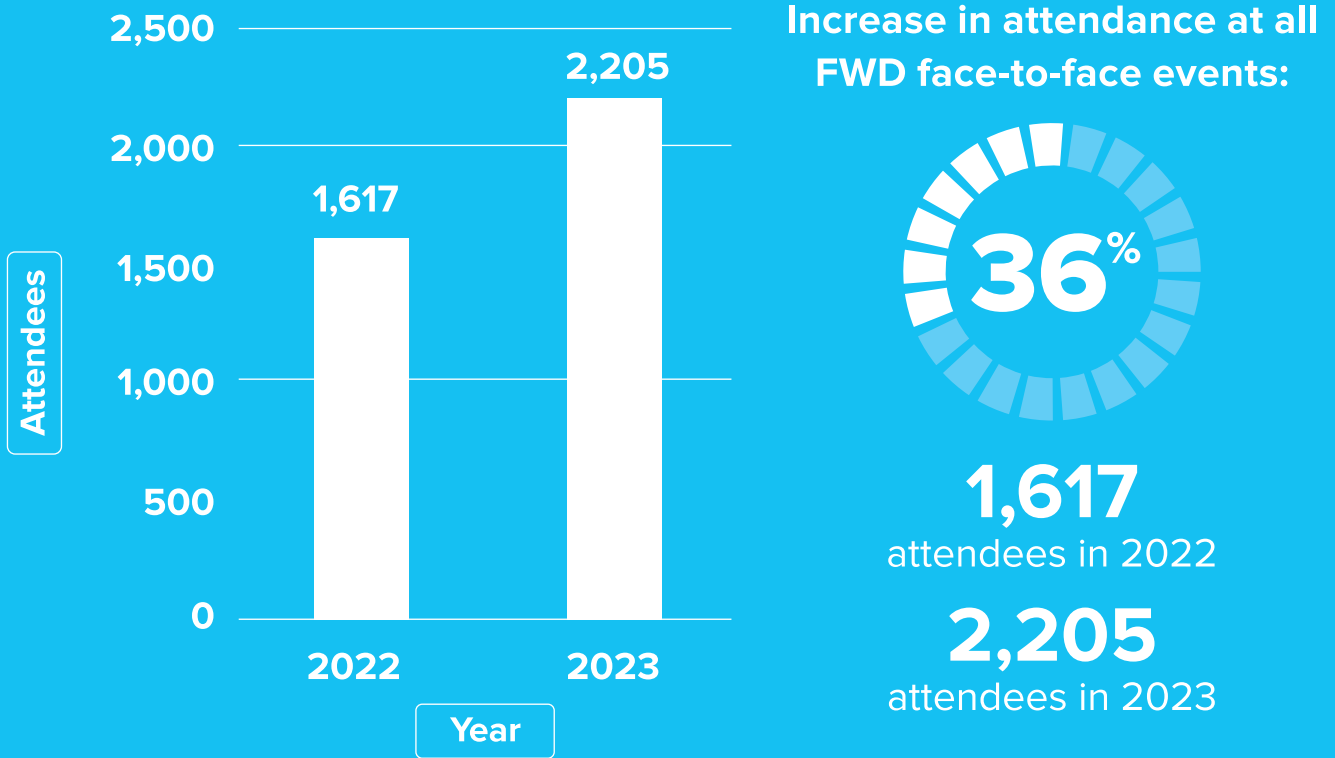
Valeo  
FOODS

"Valeo Foods UK strives to promote a culture of respect and tolerance, aiming to create a productive working environment, free from any form of discrimination. Valeo Foods UK wants to encourage equality and diversity in all walks of life and is proud to support the Diversity in Wholesale programme. The programme provides an invaluable opportunity to bring together people from across the industry to share best practice and to grow and learn from the experience and challenges of others. The wholesale channel is becoming more inclusive through the work of the FWD and others, and we continue to be supportive of this work." **Jess Coombes, Sales Director Confectionery – Valeo Foods UK**

# Mission statement

Diversity in Wholesale aims to encourage and promote diversity and inclusion in the sector through supporting talented people from all walks of life.

## Increase in event engagement



### Did you know?

Diversity in Wholesale sponsors receive **two complimentary seats** to both our Diversity in Wholesale Conference and Women in Wholesale Speed Mentoring Event in 2025.



Diversity in Wholesale sponsors help **shape our events agenda** and have the chance to **participate in our online and live sessions!**

### Increase in events due to demand:

**12** additional events in 2022

**17** additional events in 2023

**20** additional events in 2024



**1,702** people signed up directly to Women in Wholesale



## Get involved

Diversity in Wholesale gives members a platform and voice. This is a wonderfully diverse sector to work in, and our events celebrate and represent everyone. We continue to prioritise and champion equity, facilitated in 2024 with our new Lunch Lab series and memberships to Women in Wholesale and the Future Leaders Forum. There has never been a better time to support our work. As a sponsor of Diversity in Wholesale you receive complimentary tickets to our flagship DiW events, and you have input into the content and agenda.

### Who do we work with?

Diversity in Wholesale members, including Women in Wholesale and the Future Leaders Forum, senior leaders and HR professionals, and you – our sponsors, to bring about positive change.

### Why support us?

A company with a commitment to employee wellbeing at its core means an empowered workforce. As a result, performance and productivity is high and staff turnover is low. Ongoing talent development through employee learning and retention strategies is required, and this is what Diversity in Wholesale is about. As a sponsor, we include your company's logo across our events, brochures and DiW emails, highlighting your company's investment to this vital initiative and making you stand out as an attractive employer to work for, one who has employee wellbeing as a core value.

### Did you know?

We know that today's job seekers are increasingly looking for employers who prioritise diversity and inclusion. Supporting Diversity in Wholesale not only demonstrates your own commitment, but it also helps you meet your own Corporate Responsibility Targets.

### What's next?

We pledge to undertake research on diversity in the wholesale channel. Sponsorship will enable the FWD to fund this research. As sponsors, you will also have the chance to be a part of the steering committee to shape how this research looks. The results will provide guidance and analysis to help businesses improve diversity and inclusion.

**Ready to get involved? Turn to the back page to support FWD's Diversity in Wholesale in 2025.**



# Diversity in Wholesale 2025 sponsorship package

Our events and free training initiatives are open to Diversity in Wholesale sponsors and is made possible by your support. We look forward to welcoming you on board in 2025.

- ➔ Two complimentary seats at the Diversity in Wholesale Annual Conference
- ➔ Two complimentary seats to Women in Wholesale Speed Mentoring Event
- ➔ One ticket to the Women in Wholesale Parliamentary reception celebrating 10 years of Women in Wholesale
- ➔ LIVE presentation to your team on opportunities to get involved
- ➔ Branding across regular emails, events, and brochures
- ➔ Input into content and agenda



**Annual sponsorship costs just £3,750 + VAT**

## Sign up today:

Please contact Martin Williams to confirm your sponsorship:

☎ 07721 332691    ✉ [Martin@fwd-uk.com](mailto:Martin@fwd-uk.com)

## Thank you to our 2024 sponsors of Diversity in Wholesale:

