

Tesco's 'reverse supermarket' where shoppers can donate food

What is it?

Tesco partnered with FareShare and the Trussell Trust to provide food support to over 1.2 million people ahead of Christmas. The grocer opened 'The Give Back Express' pop-up store from November 25 to 27, where customers donated the 25 most in need goods and essential items.

Why does this matter?

The Give Back Express helped people struggling the most with rising food prices and bills due to inflation.

Strategic Implications

As the UK's leading grocer, the initiative strengthened Tesco's brand image and impacted positively on its people and local communities

STEPIC drivers/Winning Strategies

Cost-of-living anxiety

Customer obsession/power in purpose



"This winter will be increasingly challenging for many people facing food uncertainty, and food banks and frontline charities need our help more than ever before."

"Whether it's at The Give Back Express, in your local store through our annual food collection, or via your Clubcard points online, even the smallest donation can make a real difference and help to spread a little more Christmas joy this year."

Ken Murphy, CEO of Tesco