

Business Resilience – COVID and Brexit Preparations

12 January 2021

apetito UK initially developed a robust resilience plan for a potential no-deal Brexit in 2019 and these principles were extended to mitigate the challenges of the Coronavirus crisis. Having fully executed our EU Exit plan we are now focused on the ongoing challenges of Coronavirus.

We are very conscious of the sensitivity of our customer base – hospitals, care homes, meals on wheels, nurseries and schools - so we have committed substantial funds (circa £5m) and resources to risk mitigation, building finished goods and raw material stocks. We believe we have addressed the risks as far as reasonably possible, endeavouring to support our customers whatever the circumstances.

In accordance with our plan, I am pleased to state that we have built an average of 6 weeks stock cover across our multi-portion range, providing significant resilience to our supply to the sectors detailed above.

As the ongoing trading relationships post EU-Exit continue to unfold we will of course monitor the situation closely and adjust our plans accordingly.

Kind regards,



Paul Freeston
Chair & CEO, apetito UK & North
America

