



# Press Release

26<sup>th</sup> June 2017

## **New GSCOP Quiz challenges suppliers!**

Today the British Brands Group launches a free-to-enter online quiz to test suppliers' understanding of GSCOP.

The Groceries Supply Code of Practice (GSCOP) helps suppliers in their relationships with large retailers but only works when suppliers know how to use it. Research by the Groceries Code Adjudicator (GCA), also launched today, found that, worryingly, 1 in 4 of UK suppliers were either unaware of GSCOP or had a poor understanding of it.

The quiz features 12 multiple choice questions and will be updated quarterly. It is free to enter and allows national account managers, sales directors and others to test just how well they know GSCOP.

The quiz can be found at [www.GSCOPquiz.co.uk](http://www.GSCOPquiz.co.uk).

Retailers' buyers and other supplier-facing staff are required to be trained in GSCOP and re-trained annually. There is no such requirement on suppliers yet they have the potential to benefit most. The GCA's supplier research found that well over half of suppliers have not been trained.

The British Brands Group runs two popular and highly-rated training courses on GSCOP:

- The full-day introductory course explains GSCOP and, importantly, how to use it in trade discussions;
- The half-day refresher course is for those who have already been trained but want to catch up on the GCA's latest interpretations of GSCOP and to refresh their knowledge.

John Noble, Director of the British Brands Group, said, "Those suppliers who don't know their GSCOP or think they know more than they do are missing a big trick. They risk being out-negotiated and having the wool pulled over their eyes. This Quiz is the only tool available that allows any individual to assess free-of-charge just how much – or little – they know."

ENDS

## NOTES TO EDITORS

1. The Groceries Supply Code of Practice (GSCOP) came into force on 10<sup>th</sup> February 2010. Grocery retailers with turnovers over £1bn are covered by the Code, being Aldi, Asda, The Co-operative, Iceland, Lidl, M&S, Morrisons, J Sainsbury, Tesco and Waitrose. The Groceries Code Adjudicator was formally appointed on 25<sup>th</sup> June 2013.
2. GSCOP was a remedy introduced by the Competition Commission, following an adverse finding in its market investigation into UK grocery retailing in 2008. It found that some aspects of the way retailers deal with their suppliers could, if left unchecked, also harm consumers. GSCOP is designed to prevent excessive risks and unexpected costs being passed from retailers to their direct suppliers which otherwise would damage quality, innovation and consumer choice.
3. The Group's [GSCOP/GCA Training Scheme](#) for suppliers has been running since 2013. The course can be run in-house if required. Any supplier may apply for one of the many open courses run regionally.
4. The GCA's 2017 research into suppliers, undertaken by YouGov, was unveiled at the GCA's annual conference on 26<sup>th</sup> June and will be published on her website <https://www.gov.uk/government/organisations/groceries-code-adjudicator> on Thursday 29<sup>th</sup> June 2017.
5. The British Brands Group was founded in 1994 as a non-profit-making membership organisation. It speaks on behalf of brand manufacturers and seeks to deepen understanding of how brands benefit consumers, society and the economy through the provision of choice, value for money and innovation.

It represents its members collectively when commercial and regulatory issues threaten the ability of brands to deliver value and to be a positive force in society. It also provides the prime forum for its members on brand-related issues.

The British Brands Group is part of a global network of similar brand associations, and is the UK representative of AIM, the European Brands Association, based in Brussels.

For more information and further background briefings on this subject please visit the British Brands Group website: [www.britishbrandsgroup.org.uk](http://www.britishbrandsgroup.org.uk).

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