

We champion brands

our unique voice is shaping a stronger future

Fair dealing

The Group, instrumental in shaping the Groceries Supply Code of Practice (GSCOP), now makes sure it remains effective. This means regular updates, free training places, an advice line, engaging with the Adjudicator and reporting breaches. No other organisation is so uniquely focused on this.

Dynamic routes to market

The value of competitive, diverse routes to the shopper guides the Group in its work with the Competition and Markets Authority. We deliver collective input on all significant retail mergers, outlining their potential effects on shoppers and branded suppliers.

IP that works well for consumers and brands

The Group makes sure the UK has an effective IP framework that works well for brands. This helps brand owners invest in reputation, quality and innovation, confident they can earn a return, and builds trust and confidence for consumers.

Our six areas of focus and influence

British Brands Group

Delivering tangible commercial benefits to members

E-commerce

This new workstream is integral to the Group's work, helping brand owners in key areas such as metrics, brand presentation online, an efficient trading environment and skills development.

Vigorous, fair competition

Private label and retailer 'owned brand' products provide strong competition. The Group engages when shoppers are misled and where competition is distorted, damaging innovation and choice.

Championing and influencing the climate for brands

The Group explains just how important brands are to shoppers, companies, society and the economy. When public policies impact on brands, the Group will bring its unique perspective to shape a positive outcome.

Key facts

Not-for-profit
Owned and directed by members
Many SME members
[AIM's](#) UK association

Member services

Free training
Events
Updates
Intelligence
Networking

The Group

A unique agenda, focused on brands and their value to consumers