

Trading Insight

November 2024

Inside:

Liverpool Guild launches Union Brew
Bradford takes a two-pronged approach
Klimato tackles climate change through food
Why wine should be on your menu
The rewear revolution
It's 'mission green' for Eliza
Sustainable SUs Charter update

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- 50ml Prosecco

Build in the glass
Garnish with edible glitter
Adding prosecco last

It's November!



2024 is almost at an end and the festive break is nearly here. It seems we're just at the beginning of a new academic year, when the clocks go back signalling the end of another.

Freshers has passed and we've come through it together with a positive trading outlook for members as a whole. The cost of living is still very much a headwind we continue to navigate with hospitality still very much under pressure but performance in wet sales for members during the Freshers period has been strong, particularly in beer, cider and wine.

There has been much in the press about student drinking habits and alcohol moderation. In this issue you'll find a collection of articles that help to make sense of the narrative. SU bars have never 'just' been bars: they're student spaces for events, for nights out, for studying, for catching up - and places that evolve around what students need. SU bars are adapting to make sure there's something for everyone: offering a greater mix of alcoholic and non-alcoholic options and we're here to help you do it!

Sustainability remains a growing area of collaboration which we expect to grow in 2025. We'll explore how members are evaluating the carbon footprint of their menus and will meet a new team member at York University Students' Union who will share her

plans to advance the agenda on the climate crisis in her new role as Sustainability Co-ordinator.

We have an update for you from the Sustainable SU's Charter Group with Paul McBride from Edinburgh University Students' Association sharing his perspective on the benefits of being part of the group. Finally we highlight the conversation we're having at members meetings on the challenges and opportunities in embracing sustainable clothing in the next tender and beyond, and how we intend to increase the transparency on sustainable practices in the supply chain.

As this will be the last Trading insight before we welcome in 2025, the Trading Support team would like to wish you a successful trading period into the end of the year and a restful festive break when it comes.

■
Jo Heuston

Jo Heuston, Assistant Trading Director

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Welcoming Union Brew to campus:

THE RISE OF THE VIRAL MATCHA

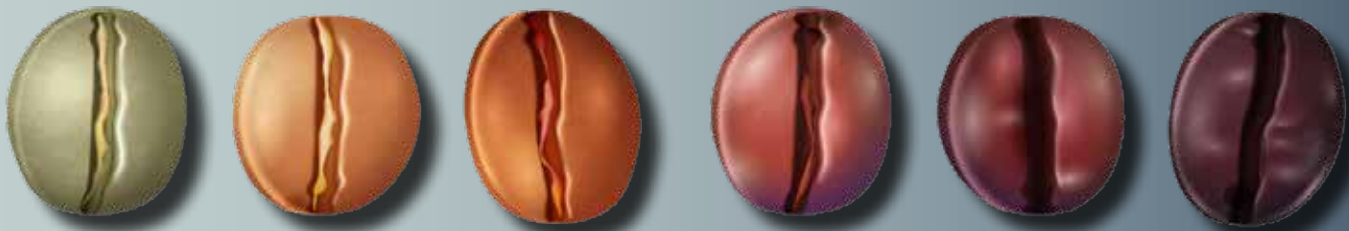
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In September 2024, Liverpool Guild of Students opened their shiny new coffee shop Union Brew to the anticipation of caffeine lovers from across campus. Let's take a look back as we spill the beans on how we closed the doors of our Starbucks and transition into Union Brew.



See you Latte to Starbucks:

Since 2014, the Guild has been home to its own Starbucks Franchise, serving red cups, pumpkin spice and frappes to Liverpool students all year round. However, in 2021, we were notified that this would not be renewed.

The space has become a coffee shop staple for campus, serving pre 9am caffeine fixes, the perfect space for team meetings and pick me ups before the commute home and we wanted to ensure that this space continued to offer this to students, staff and the general public.

After exploring options for the space, we made the decision to create our own standalone outlet and with this the Guild Coffee Shop task group was formed.

Over the course of the last academic year, the team set to work in the background to de-commission the space, saying see you latte to Starbucks and hello to our very own Guild Coffee Shop!

The perfect blend: Building our brand identity and the process:

Over the past 10 years, there have been pros and cons to operating under the Starbucks brand, it offered distance from the main Guild brand which built trust and brand loyalty but also created misunderstandings about whether it was ran and managed by us.

With a brand-new coffee shop brought an opportunity for us to create a new space that was

more closely linked to the values and identity of the Guild but still retained independence. This became a real consideration when creating the Union Brew brand.

With this in mind the core working group began to meet regularly to start to discuss the operational aspects of the coffee shop, figuring out our USP and what was important to our market.

The team also recruited the help of coffee, mocha and matcha fans from across the organisation and our student staff team to attend focus group and coffee tour sessions which saw teams go out into the city to try out student favourite coffee shops sampling their menu, getting feedback on the vibe and bringing key takeaways back to the Guild to bring Union Brew to life.

Espresso ourselves: Finding the perfect name

What's in a name?

It turns out quite a lot! Deciding what to call the coffee shop was an important step in setting the brand identity and setting the vibe.

There were a lot of ideas (and even more coffee puns!) and to help guide the decision-making process we set some key principles:

Authentic – we didn't want a name that felt like a high-street copy (no Aldi versions here!) or something nobody understood the meaning of.

Nod to the Guild – we wanted the name to reflect and be linked to the core Guild values

Don't overcomplicate it – simplicity was key. We knew what we wanted to achieve with the coffee shop and how the name could reflect that.

And after a few creative meetings and consultations **Union Brew** was born!

Bean there, seen that: Getting external inspiration:

We had our vision and now came the challenge of bringing it to life. Our team is small but mighty, but whilst in the midst of a busy academic year we decided that we might need to call a few experts in to help with the project.

We don't often use agencies, with most of our branding and marketing being created in house, but this felt like the perfect opportunity where we would benefit from an external, creative influence.

Back in 2014 we met with local creative design agency, Smiling Wolf, who took on the challenge of the Guild re-brand and they did such an amazing job we had them back in 2019 for a quick brand health check and refresh. As an agency with an understanding of our brand and values, plus a plethora of experience in independent coffee shops and bars, they were the perfect fit.

And they set to work on developing the interior of the coffee shop space as well as the external brand. The core working group met with Smiling Wolf regularly, offering feedback on the designs and shaping the brand together. This was then fed back to the wider Guild team as the in-house team started to build a new brand in our existing assets.

This is how we brew it: Our offer

The name was decided, we had a brand but now we needed to stock the shelves and fill the coffee machines. Our previous Starbucks franchise limited us in terms of prices and the products we could sell; in moving over to an independent outlet we were able to have more freedom to price more competitively and introduce a wider range of food options. We also took into consideration the Guild outlet offer as a whole and made sure Union Brew didn't draw trade away from the Guild Shop or bars but instead stood alone and created a unique offer for our members.

Transitioning to the Starbucks Proudly Served model made sense operationally but also to our customer base who could still get Starbucks quality coffee in the space. Pumpkin spice was here to stay!

Outside of the traditional Starbucks menu, the coffee shop team identified gaps on campus to develop Union Brew's USPs and food offer. These included drawing on the success of Blank Street matcha, smoothies and a cheap breakfast offer. Working with the NUS trading team to sample a range of suppliers, plus holding (very popular) staff taste tests our menu (and our viral matcha) was born!

That's that Guild Espresso: Launching Union Brew

And just like that we were ready to open our doors! With students set to return to campus and Welcome Week fast approaching this was the perfect opportunity to launch Union Brew.

Our amazing Union Brew team were working hard to benchmark prices, train student staff on the new offer and get the store ready to open our doors and welcome customers back.

Keeping our marketing plan simple, we began to post teaser content in the week leading up to the launch across TikTok, Instagram and email, captured at a pre-opening photoshoot, which started to create a buzz around campus and with students.

This was also supported with a soft launch event with key stakeholders, including our own staff team, where we sampled the food offer and offered a free

drink. Our marketing assets, which ranged from digital screens to large form print, focused on our Key USPs: barista coffee at student friendly prices and key products including the matcha's.

Fab-BREW-lous: Successes

After our first month of being open we can begin to see the impact and success of the Union Brew launch.

The staff team on the ground of the outlet have been non-stop in keeping the store stocked, making 100s of Matchas, adjusting to the menu and being enthusiastic Union Brew champions – who are always on the lookout for a photo opp or spotting a matcha influencer in the wild. Focusing on having the right products with a price point that is attractive to our members, alongside excellent service and a welcoming environment has paid off!

So far this semester, we have seen a 7.4% increase in the number of transactions, and we've sold over 4000 Matcha's helped in part by some viral user generated social media content of our which has had 74.8k views.

We have lots of plans and ideas and are excited to see where we can take Union Brew next. ■

Sian McCreary, Marketing Director, Liverpool Guild of Students



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The Rewear Revolution:

a vintage clothing revival

Our planet is facing a climate crisis, and the fashion industry has a lot to answer for! With 60% of clothing made from or produced with plastic that pollutes our environment, a truck of textiles being dumped in landfill every second, the industry is responsible for 10% of global Co2.

According to the British Fashion Council, we have enough clothing on the planet to dress the next six generations, yet, the UK buys two tonnes of clothing every minute, with 11 million garments being thrown into landfill every week.

This overproduction and excessive consumption isn't sustainable. It's time for a radical shift in how we wear our threads.

So what can we do?

Extend the Lifecycle of Clothing

One of the most effective ways to reduce the environmental impact of textiles is to extend the lifecycle of our clothing. This means buying fewer new items and looking at second hand, vintage, or pre-loved pieces. By extending the lifecycle of our clothes, we can significantly reduce waste and conserve resources. Many students' unions already host vintage clothing sales or similar events, which not only benefit the environment but also support students facing financial challenges during the cost-of-living crisis.

Buy Sustainably

It's not always easy to define sustainable fashion with phrases such as 'organic', 'plastic-free', and 'recycled' used on labelling. Garments branded as 'sustainable' can still have a negative impact on the environment which makes it confusing for consumers trying to dress clean and green!

Ecolabels may focus on organic materials while others emphasize energy efficiency or water usage, so taking time to read and understand how the garment has been manufactured means consumers can align their values with the products and brands they choose to buy from. Students' unions have a great opportunity to communicate the ethical and environmental credentials of their clothing with a generation of students who aspire to be sustainable shoppers.

While there's still work to be done across the whole industry, purchasing from responsible retailers who are actively improving their practices and avoiding those that aren't is a good starting point.

SUs can use the clothing framework to select suppliers with higher ethical scores across various crite-

ria, including sustainable materials, water usage, pollution, human rights, and labour practices. [Get in touch](#) if you'd like advice on the ethical ratings and practices of our clothing suppliers.

We asked Tracy Richards from Neutral clothing what are the key trends in organic and recycled apparel and accessories for 2024, and why?

"The key trends reflect a broader shift in the apparel and accessories industry towards sustainability and responsibility, driven by both consumer demand and the need to address global environmental challenges. We see a growing willingness to pay a premium for sustainability especially when customers take the time to understand the certificates and audits to understand what they are paying a premium for."

Go social!

The role social media has on fashion cannot be overlooked with Gen Z in particular being high intensity fashion buyers scooping up new trends with every TikTok swipe. There's huge opportunity for more 'eco-influencers' and clothing companies, alongside tougher legislation, to step up and engage young people in more eco-friendly shopping habits.

Students' unions can harness the power of social media to share their environmental initiatives as well as sustainable clothing ranges. Engaging content such as videos, infographics, 'sustainable fashion challenges', livestreams and testimonials from student customers and retailers will build trust and transparency amongst your student community.

There's an app for that!

Apps such as Good on You and Renoon are great tools to help consumers make more informed buying decisions.



Changing Our Perspective

We need to shift our perspective on clothing from disposable items to valuable assets. Clothes aren't just fashion statements; they're investments that can provide lasting value. By appreciating the quality, craftsmanship, and story of our clothes, we can develop a more sustainable and ethical relationship with our wardrobe. Paying a little bit more for a garment that has been sustainably and ethically produced can be the shift from 'wear once' to 'wear more'.

De-Stigmatizing Hand-Me-Downs

The value of the second-hand clothing market has risen steadily with resell sites such as Vinted and Depop seeing huge success. And the trend is forecast to continue, helped along by a cost-of-living crisis which has led consumers to adopt more careful spending habits; buying fewer items, selling unwanted clothing and buying second-hand fashion.

It's time to challenge the stigma associated with secondhand and hand-me-down clothing. These items can be just as stylish and high-quality as new garments, and they often have unique stories to tell. By embracing pre-loved clothing, we can help to reduce waste and promote a more circular economy.

Conclusion

By adopting a circular economy for textiles, we can reduce greenhouse gas emissions, water use, and pollution, while also helping to end unethical labour practices. This involves extending the lifespan of clothing, promoting recycling and reuse, and supporting sustainable production methods.

Selling and buying sustainably and the ReWear revolution is a call to action for everyone to protect our planet and create a more equitable fashion industry.

Unpicking the Threads

- It takes an estimated 2,700 litres of water to make one cotton t-shirt. The textile industry uses around 215 trillion litres of water every year.
- The fashion industry is responsible for 2-8% of greenhouse gas emissions.
- A single wash load of polyester clothing can release 700,000 mi-

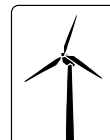
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BRADFORD takes a two



The University of Bradford is setting a new standard for the latest generation of students as part of a £2 million investment into their former bar facilities.

They have developed a vibrant, safe, and inclusive social environment that caters both alcohol drinkers and non-drinkers alike. With one of the UK's most diverse student body, including individuals from various cultural, religious, and personal backgrounds, the university's commercial team has recognised the importance of creating spaces that support all students in feeling comfortable, connected, and engaged away from the lecture theatre.

Students that returned or joined the university in September became the first cohort to experience the facilities SC02, the name that plays home to bars, BelowOne and The Escape Lounge alongside a brand-new servery, Brew & Co Kitchen. The refurbishment also includes a new gaming zone with shuffleboard, interactive darts and traditional pool tables alongside an indoor garden space and vibrant social study areas.

The new space gives those students who wish to drink, bars and licensed venues on campus, as well as alcohol-free spaces and events for those that prefer a social environment without the presence of alcohol. Both offering a relaxed setting where

they can unwind and socialise with friends. This dual approach of creating a central hub of socialising, allows students to enjoy social interactions in a way that aligns with their personal values and preferences. By offering alcohol free areas and events alongside the more stereotypical 'student lifestyle' the university can now provide its student body the opportunity to socialise in an inclusive environment.

For students who do drink, the university's commercial team continues to be the driving force behind the importance of responsible drinking. Informational campaigns are part of the day-to-day operation in at the newly dubbed SC02. By fostering a culture of responsible drinking with a team of staff trained in initiatives such as Ask for Angela, Martyn's Law and having operational policies aligning with the NUS Best Bar None Accreditation programme, the University of Bradford minimises the potential for students to feel pressured into drinking or overindulging, making the social environment safer and more inclusive.

Allison Thickett, Hospitality & Retail Manager at the university said, "We're delighted to have opened our brand-new facilities this year. It's enabled us to offer an environment that truly welcomes everybody. Our new social spaces allow students to connect and unwind in ways that suit their personal preferences, whether they enjoy a bar setting or a vibrant

o-pronged approach



alcohol-free social spot. A significant amount of research and student feedback has been acted upon to help us create attractive offerings in both areas and we're really seeing students engage with the facilities in a more positive manner which is wonderful to witness".

The university's commitment to inclusivity extends beyond physical spaces to a broader cultural shift. By normalising alcohol-free options on bar menus and drink promotions, the team operating the space have helped different demographics of students find common ground by respecting each others choices and building a sense of belonging on campus.

Tom Walling, Systems & Operations Manager at the university said, "we always wanted to provide a social hub at the heart of campus for all students, but unfortunately we've had to battle age old stereotypes of a 'student bar'.

"With our new facilities, we've banged the drum on cultivating a unique environment where students and staff can feel comfortable and accepted regardless of their choices around alcohol.

"Welcome Week saw a shift in the types of events we were able to offer, from a more dancefloor orientated line up to more activity and social-based events such as comedy nights, quiz nights and gaming nights with a secondary mix of late night entertainment".

The venue has seen a dramatic uptake in students and staff using the bars and social spaces and opting for a new extended range of non-alcoholic options mixed with sales increasing on food and hot drinks at the food servery areas.

Take a [look around SC02](#) ■

Research published by the charity Drinkaware in 2022 found that 26% of 16-24 year-olds did not drink; the highest percentage of any age group.

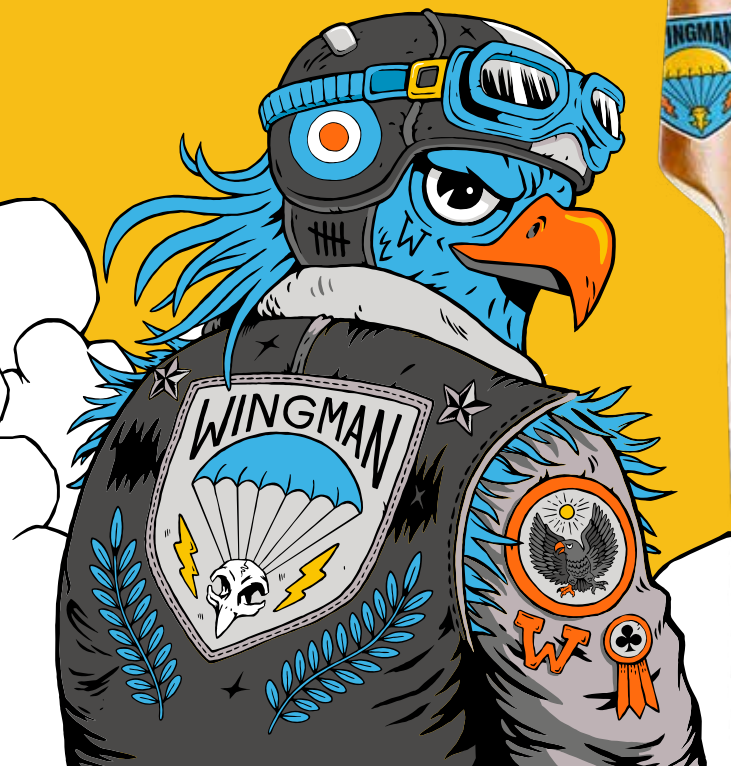
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IT'S MISSION GREEN FOR Eliza

Eliza Taswell-Fryer has recently joined York University Students' Union in a brand new role: Sustainability Co-ordinator. We caught up with Eliza to talk about the mission ahead.

Could you share a bit about your background and what sparked your interest in sustainability?

I originally studied Philosophy, Politics and Economics at York as an undergraduate before going on to work in communications in the third sector. It was during this time that I started trail running as a way to escape the hustle and bustle of city life, and it was running that really ignited my interest in sustainability.

Spending most weekends out in the National Parks awakened in me a deep love for the natural environment and as a result I found myself increasingly concerned by the nature and climate crisis. Once this concern and passion had been ignited I knew that I wanted to use my career to help be a part of the sustainable transition, and I returned to university and studied an MSc in Climate Futures: Science, Society and Politics at the University of Leeds.

I volunteered a lot throughout my course with various roles focusing on student empowerment and inclusion in the sustainable transition and I came to realise how important it is that we ensure young people are given the tools, resources and authority to make change happen. So, when the role at YorkSU opened up it was the perfect blend of many of my passions helping make the campus more sustainable in a way that empowered the students studying there. Plus, I get to do it all in a city I had lived in and a university I loved.

What are your top priorities for improving sustainability at York Students' Union?

My role focuses on delivering the 2024 to 2026 Sustainability Action Plan. Within the plan the top three priorities are:

- Improving access to free and extracurricular climate education for staff and students
- Communicating better about sustainability, ensuring our reporting is transparent and that students are aware of climate issues and what we can collectively do to address them
- Developing the internal infrastructure necessary to make our operations sustainable

Another important part of my role is supporting the [Union Development Officer](#) deliver their manifesto. This is a new Sabbatical Officer position and means, for the first time, the union has a Sabbatical Officer explicitly responsible for sustainability issues. A really important part of my job is to ensure that the Union Development Officer is able to deliver for the student population and have a real impact on sustainability in





Are there any upcoming initiatives or projects aimed at promoting environmental awareness among students you can tell us about?

We're currently developing a new series of training modules for students to participate in and looking at ways to embed this training into student leadership training so our student leaders have the skills and knowledge they need to take ownership of sustainability within student activities. We're also working hard on improving student access to our [Sustainable Development Grant](#) which provides funding to members of the University community who want to deliver projects to improve sustainability in York.

Thomas Mountain, our Director of Commercial Operations and Development, and the rest of the Commercial Services team at the Union have worked incredibly hard to produce [sustainable food menus](#) across all their venues. All menus now list the carbon footprint rating of every meal available in order to nudge students towards lower carbon food choices and raise awareness of the impact different food choices can have on the environment. The Union is also part of the Sustainable SUs Charter and so work continues within the Commercial Services team to meet the Charter goals on propelling the green transition within the realm of Union food and beverages, something I am looking forward to supporting!

What challenges do you foresee in your role, and how do you plan to overcome them?

In the current cost of living conditions I think capacity, both mentally and financially, is a barrier for students. They have many competing priorities and huge demands on their budgets which can make it really difficult to find the time, energy and resources to start making more sustainable choices. I think we need to think innovatively about how sustainable goals can be reached in ways that also address other student concerns and are as inclusive as possible.

What is your long-term vision for the future of sustainability at York Students' Union?

I'd love for students to come and study at York because they know that the union is doing everything it can to support student sustainability action as well as being committed to constant sustainable improvements within its own organisation. In 2019, the Union declared a climate emergency in response to the climate and nature crisis and I think ultimately as a Union we should be aiming for ambitious net zero goals in answer to this declaration. Of course, in order to reach those goals we need to lay the groundwork too and I think a key stepping stone to that would be successful delivery of the 2024 to 2026 Sustainability Action Plan and the development of a further Action Plan that ratcheted up ambition.



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Creed Foodservice prides itself on being consumer-behaviour led, providing customers with the support to deliver on-trend food and beverage solutions.

Throughout 2024, there has been a rise in innovative launches in the plant-based food market, particularly as consumers become more concerned with ultra processed foods, increasing the demand for 'no-nonsense' meat and dairy alternatives.

For busy kitchens looking to serve dishes quickly to a cohort of hungry students, using frozen meat-free substitutes allows the same menu staples to be offered as a vegan option with a few simple swaps.

Creed's 'Meaty Pulled Mushrooms' by Fable Foods is made from Shiitake mushrooms, naturally bursting with umami flavour and meaty textures. This versatile product is free from artificial ingredients and makes a great addition to pizzas and flatbreads, loaded fries, tacos and pasta dishes. Available in 1kg frozen packs, Fable's pulled mushrooms are quick to cook straight from the pack or can be marinated or stirred into sauces.

Within the grab-and-go category, many snacks and soft drinks are now suitable for plant-based diets, however, there was a lack in milkshake alternatives for dairy-free drinkers. Therefore, UK-based brand DeVOATed, recently launched their range of delicious 'oatshakes'. Made from British oats and available in three flavours; strawberry, salted caramel and chocolate, these rich and creamy milkshake rivals are bound to please students taking a well-deserved break. Served in a 285ml glass bottle for a more premium feel, DeVOATed offer a guilt-free treat that hits the sweet spot while supporting British farming.

For more information, visit www.creedfoodservice.co.uk



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Klimato

Empowering SUs to lower climate footprint

NUS Services has partnered with [Klimato](#) to tackle climate change through the power of good food.

Instead of lecturing students, the Klimato solution provides them with the tools and insights to make more sustainable dining choices. The approach has proven effective: businesses that partner with Klimato have experienced an impressive 10% year-over-year increase in sales of climate-friendly meals, without compromising on margins.

Within a month of signing up, Warwick Students' Union utilized the Klimato app to calculate the carbon footprint of its menu, leading to meaningful adjustments for the 2024-25 term. For instance, the Dirty Duck restaurant improved its carbon emissions score, rising seven spots on the leaderboard. Notably, changing double burgers to single burgers for two dishes saved 438 beef patties during Freshers Week, reducing emissions by an impressive 1568.04 kg CO₂e. These achievements reflect Warwick SUs commitment to sustainability and demonstrate how small menu changes can significantly reduce the environmental impact.

Lee Solloway, manager of the Dirty Duck restaurant at Warwick, says that "the functionality of the [Klimato] app is super easy

to use, and seeing what our grading comes out at makes me think about what changes can be made to the meal to help us be more sustainable without compromising on the dish."

Klimato is on a mission to transform the food industry into a more sustainable ecosystem. They, as well as NUS Services, understand the unique challenges students' unions face in lowering their carbon footprint and meeting sustainability goals, all while optimizing revenue. Klimato's innovative, science-backed solution empowers unions to measure, track, and reduce their environmental impact with ease. From the moment the customer onboards, Klimato streamlines the process to ensure simplicity without compromising accuracy. This means trade unions can focus their valuable time and resources on making informed decisions that benefit students, enhance the bottom line, and protect our planet.

Ready to make a difference? Let's work together to create a healthier planet, one meal at a time.

nus

WSU - D

Food Sale

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Dirty Duck - Food

es Report, September 2024

onmental report, prepared by Klimato, displays the average CO₂e emissions per average-size meal (equivalent to 400 g of food) as 1.72 kg CO₂e, based on food sales during this period.

calculations provided by the Klimato Database.



Average carbon footprint



Servings per rating



The average emissions of 1.72 kg CO₂e per meal (400 g) for the given period, compared to the selected benchmark of 1.60 kg CO₂e per meal.



University of York Students' Union

Food Sales Report September 2024

Our environmental report, prepared by Klimato, displays the average CO₂e emissions per average-size meal (equivalent to 400 g of food) as 0.87 kg CO₂e, based on food sales during this period.

Impact calculations provided by the Klimato Database.



Average carbon footprint



Servings per rating



Average emissions of 0.87 kg CO₂e per meal for the given period, compared to the benchmark of 1.60 kg CO₂e per meal.

A and B ratings align with the Paris Agreement's goal to limit global temperature rise to below 2°C by 2050.



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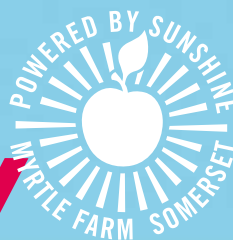


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SUSTAINABLE SU's

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Sustainable

V

Since our September update, four new students' unions have joined the Sustainable SU's Charter bringing the group total to twelve SUs! We're thrilled to welcome University of The West of England (UWE), Imperial College Union, Birmingham Guild of Students and Coventry University Students' Union.

Each member joining the SSU Charter goes through a carbon footprint baselining exercise to ascertain their union's individual carbon footprint as well as using Klimato sustainability software to measure and monitor the impact of any changes they make to catering menus.

It's been a busy time for the group, working with our sustainability partners to collect the data for baselining and also to upload their current menus to not only understand their current sustainability impacts, but to help their students to understand the choices they're making from an environmental perspective.

As we go through Autumn, we're busy modelling an emissions reduction plan to net zero for NUS Charity and the supply chain in general. Members of the group are engaging in those discussions to agree the starting actions that will help us to move to a unified approach as a whole to take positive action.

You can see a snapshot of the Klimato reports from Warwick SU and York SU on page 31. These show how the teams have been able to see the impact of their menus and apply them to ratings associated with levels of global warming. Impact reports like these can measure across a week, a month, a term or a year so it's a useful tool in helping to understand the environmental impacts of our menus.

What does being a member of the Sustainable SU's Charter group mean to its members?

Paul McBride, Head of Trading operations at the University of Edinburgh Students' Association, explains why it's important to them:



"Being part of the SU Sustainability Charter is crucial for us in our attempt to achieve Net Zero by 2050. The charter provides a structured framework that helps align our own organization's operations, policies, and culture with the broader goals of sustainability and climate action.

"As we face increasing pressure from our members, stakeholders, governments and society to reduce carbon emissions and implement eco-friendly practices, the charter offers several of the following benefits:



SUs Charter: Winter update

“Clear Commitment to Sustainability Being a member of the Charter signals a clear and public commitment to sustainability fostering a sense of accountability and transparency, which can build trust with stakeholders, students, staff, and the community. In a world where our members and employees increasingly expect us to prioritize environmental issues, this can enhance our reputation and support brand loyalty. Moreover, aligning with the Charter also allows us to track progress and measure how well we’re doing compared to recognized sustainability benchmarks, keeping us on track towards achieving our Net Zero targets by 2050.

“Structured Pathway to Net Zero. Being a member of the Charter provides a structured pathway to achieving Net Zero. The goals and guidelines within this charter are designed to help us reduce emissions, increase energy efficiency, and implement sustainable practices across all areas of operations particularly in catering. Aiming for Net Zero by 2050, this guidance can be essential in developing policies, setting milestones, and monitoring progress. Instead of navigating the complex terrain of sustainability alone, the charter offers a clear roadmap and ready-made strategies to implement and helps focus efforts on critical areas such as reducing carbon emissions from procurement

“Benefits of Being Part of a Consortium. One of the key advantages of being part of the consortium is access to shared knowledge and best practices. Sustainability is a rapidly evolving field, and what works today may change tomorrow. The consortium allows us to stay updated on the latest trends, technologies, and approaches in the industry. By collaborating with other SUs and organizations, we can learn from their successes and challenges, allowing us to implement more effective solutions faster and avoid costly mistakes.

“Additionally, collaboration within the consortium should offer significant procurement benefits. Sustainable procurement is a key lever for reducing carbon emissions, and working together with other organizations offers economies of scale. By pooling resources, we can negotiate better contracts with suppliers for eco-friendly products and services, driving down costs while ensuring that sustainability criteria are met.

“Furthermore, the consortium allows us to collectively engage with suppliers to raise the standards of sustainability in the supply chain. By acting together, we increase our bargaining power and can influence suppliers to adopt greener practices, ensuring that the entire supply chain aligns with Net Zero goals. This collaborative approach helps drive systemic change beyond our individual organization, contributing to wider industry shifts toward sustainability.

“Access to Resources and Expertise. Being able to access a wealth of resources and expertise that might otherwise be out of reach such as Klimato and Energise is invaluable. I am hopeful we can share best practice, case studies, training opportunities, and even funding sources for sustainability initiatives. This knowledge-sharing can help us improve the efficiency of our sustainability programmes, avoid duplication of effort, and accelerate progress toward our Net Zero objectives.

“In conclusion, joining the SU Sustainability Charter and being part of a broader consortium is an essential step for our organization in its commitment to achieve Net Zero by 2050. It provides us with a clear framework for action, fosters collaboration and knowledge-sharing, and enhances our ability to procure sustainable goods and services. Through this shared commitment, we can drive collective progress toward a more sustainable future”.



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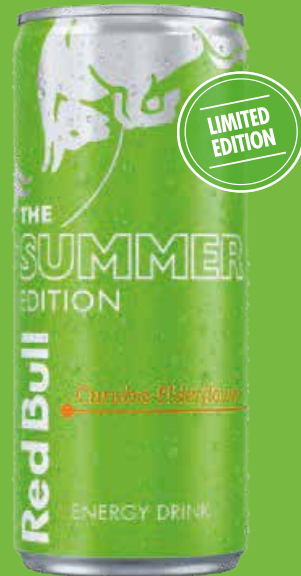
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ORDER ON NUS CONNECT PROMOTIONS



WINE

uncorked

Wine is a popular choice for student drinkers after the gin boom. Whether it's a large glass on a night out or a bottle to share amongst friends, having a great range of wine can determine whether you'll be able to meet customer expectations when it comes to the social experience they're looking for.

65% of students want a specific grape varietal with the country of origin as a determining factor of purchase.

It's not enough to offer a blended variety for more value conscious customers, the rise in 'treat me' occasions means that quality and range pip promotions at the post when it comes to engaging your wine customers.

Of course, the cost of the wine is important, but not far behind in consideration is the description of the wine that's on your menu including where it comes from.

Customers want to know that the Italian Nero D'Avola comes from the organic soils of the sunny Sicilian hills and that it is elegant and smooth with intense Mediterranean aromas.

These customers are willing to pay more for their glass (or bottle) and the description can make all the difference in realising the value of your menu.

Sustainability is also important to wine drinkers. CGA data shows that **74%** of wine consumers try to lead a more

environmentally friendly lifestyle. There's an opportunity to educate consumers more about the ethical credentials of different wines and help to secure the loyalty to the category for the future.

CGA wine insights outline sustainability as a driver for spend with sustainably aware younger female, urban-based drinkers particularly willing to spend more compared with all other consumer groups. The ethical credentials are important to these drinkers and so the descriptions on your menu really do matter when it comes to unlocking the value of your wine.

The top selling wines for students unions are the range in licensed trade plus and you will be pleased to hear that those Organic Italian, Sicilian grown wines are also vegan, B-Corp and are in licensed trade plus with a surprisingly good price, additional discounts and incentives to help you to stock these wines and help your customers to trade up to their best wine experience. There are more insights available on the Commercial Insight hub. [Email](#) the trading team to request access.





Unleash
the Beast!®





FOXPRO EVENTS



Foxpro Events are still taking bookings for Christmas venue decor, which can be in place for as little or as long as you like.

This can involve stage displays and photo moments up to full coverage around the venue as required. Please contact jason@foxproevents.com for a quote.

We've got lots of Christmas-themed event content available including snow cannons, Reindeer Rodeo, Santa's Grotto and lots more!

Looking ahead to the term restarting in January, please speak to us for ideas on Refreshers event content and guest bookings.



We're now exclusively able to book Hacker The Dog for a solo appearance at a significantly reduced rate; the guest appearance/DJ set has gone down really well at several SUs over the Freshers period and Neos Hospitality have started booking a run of dates for their student nights across the country too.

About Foxpro...

Trading Support entered a new strategic partnership with Foxpro in June 2024. The events company has a history of supporting students' unions and can save significant money on talent, fulfill almost any event request, transform marketing to ticket sales, and bring in efficiencies to optimise resource and revenue. They are a team of highly capable event managers with vast experience in the SU sector, including current and former SU staff.



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Merry Cherry Doughnut

Decorated with shimmering chocolate sprinkles, the Merry Cherry Donut is soft, fluffy, with a cherry filling. Thaw & Serve. #

65g 36 Donuts
247922DDF £24.00

Gingerbread Muffin

This gingerbread muffin is delicately spiced, topped with plain chocolate chips and filled with a vanilla treacle frosting centre. Topped with a vanilla cocoa powder swirl, dusted with sweet snow, decorated with sugar sprinkle gingerbread men. Thaw & Serve. *

110g 28 Muffins
SBK004 £33.00

Apple Pie Doughnut

An indulgent Christmas doughnut with a chocolate flavoured coating, filled with an apple pie flavoured filling. Decorated with red pearls and green candy striped. Thaw & Serve. #

70g 36 Donuts
247817DDF £22.00

Double Chocolate Santa Muffin

A chocolate flavoured muffin with chocolate chunks. Injected with a smooth chocolate filling & decorated with an Santa face iced decoration. Thaw & Serve. *

110g 28 Muffins
SBK012 £37.00

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