NEWS RELEASE

Tribe Of Disruptive Online Brands To Take On The Supermarkets

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- Today, 11 online brands are joining forces to encourage the UK public to take a #supermarketsiesta this September
- Over 70% of grocery trade currently goes to the supermarkets – but a new wave of disruptive online businesses is bringing small suppliers and UK consumers closer than ever before
- For the month of September, the UK public are being challenged to switch part of their weekly shop from supermarkets to specialists

Today, for the first time 11 disruptive online brands are taking on the supermarkets and asking the British Public to "Buy Better, Live Better" and take a #supermarketsiesta this September – by switching part of their weekly shop from supermarkets to specialists.

Consumers are being encouraged to visit www.supermarketsiesta.com and swap out a few of their regular supermarket items for artisan products – sourced directly from the producer.

Over 70% of grocery trade currently goes to the supermarkets, but do UK consumers have a better choice? For the month of September the Supermarket Siesta tribe will be raising awareness for artisan producers and what they stand for:

- We believe in a quest for quality and provenance
- We believe in putting the power back into the hands of the customer
- And most of all, we believe that sourcing direct from the producer is better for everyone

A new wave of disruptive online businesses is bringing small suppliers and UK consumers closer than ever before. Once seen as expensive and inconvenient… artisan producers are harnessing the power of the Internet to challenge

the traditional supermarket model.

Sourcing direct from the producer it is better for everyone; the consumer gets a better quality product and feels great about the choice they have made. The producer gets treated fairly for their hard work. Nobody gets trampled on along the way.

Meet the Supermarket Siesta tribe: Whittard of Chelsea, Market Porter, Union Hand-Roasted Coffee, Naked Wines, Fish For Thought, Petshop.co.uk, PetMail, Farmdrop, Bloom & Wild, Pong Cheese, Biscuiteers, Hotel Chocolat Tasting Club.

The month will be kicked off with an exclusive event on the 1st September including:

- A speech from Gizzi Erskine, award-winning Food Author and Celebrity Chef
- Live demonstrations of everything from wine tasting to cheese making and live cookery demos – direct from small artisan producers themselves.
- A panel event chaired by Guardian journalist Lucy Siegle, in which CEOs, founders and special guests will discuss hot topics including the impact of our new wave of disruptors on the market, the cost of real food, and what value really means to consumers.

For enquiries please contact: laura.riches@nakedwines.com

Or visit our website launched today: www.supermarketsiesta.com