



20th January 2010

Press Release

Sainsbury's food waste put to good use by Local Charities

Sainsbury's **at Sale, Altrincham and Urmston** have announced plans to donate surplus food that is still healthy, nutritious and within its use-by dates to local charities, **namely Cornerstone and The Salvation Army**. The supermarket's national food donation scheme aims to support the work of charities and to have a positive impact on the environment by reducing the amount of food waste each store creates.

To coincide with the relaunch of the food donation programme, Sainsbury's **at the above stores** have organised a 'Make the Difference Day' and are inviting customers to come in store to collect a free food storage box container. By giving out the boxes, the store hopes to encourage more customers to 'love their leftovers' and reduce their own food waste.

Sainsbury's **Sale**, Store Manager said "By donating our surplus food to **charity** we not only reduce the amount of food waste generated but we are also able to support these very worthy local causes. It's a privilege to be able to see the effects of our donations first-hand and to know that we are making a positive difference where it really matters"

To help customers reuse their leftovers safely and imaginatively, Sainsbury's will also be giving out meal wheels which suggest ways to use up the most common household leftovers such as roast dinners and vegetables.

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