



**CORONATION  
FOOD PROJECT**  
EST. 2023



**Second Anniversary  
Impact Report**

*November 2025*

# Two Years of Transformational Impact

*The UK wastes more than 10 million tonnes of food per year, while almost one in seven households lives with food insecurity. This shocking contradiction highlights the urgent need to tackle food waste and reduce hunger. It's the reason the Coronation Food Project exists.*

Inspired by His Majesty The King, the Coronation Food Project was launched in November 2023. Our founding aim was to work in partnership with sector leaders FareShare and The Felix Project, transforming their ability to save, circulate and serve millions more meals to communities in need. At the same time, an unprecedented pledge by senior leaders across the UK food industry set the stage for a new approach to tackle food waste.

The Project was launched two years ago in celebration of the Coronation of The King and Queen and we remain indebted to Their Majesties for their inspirational support. Two years on, the results have been quite extraordinary.

No fewer than 50 businesses have become involved with Alliance Food Sourcing, a transformational initiative, inspired by the Coronation Food Project and convened by the IGD (Institute of Grocery Distribution), FareShare and The Felix Project. Together, they are taking a fresh approach to identify and extract additional sources of surplus food, throughout their supply chains. Pasta, vegetables, fresh chicken, soups and sauces; healthy, nutritious food that would otherwise have gone to waste. In its first year, the Alliance has already surpassed its original goal of pledging 10 million meals. We would like to record our sincere appreciation for the leadership of the food retailers and manufacturers that has inspired this amazing progress.

The next challenge is to get this surplus food onto the plates of people who need it. So, we set ourselves the

goal of supercharging the existing food distribution networks, which FareShare and The Felix Project manage across the UK. As we mark this second anniversary, Coronation Food Hubs are now in operation in Liverpool, Birmingham and London. In addition, the Felix Food Factory in Deptford is turning bulk surplus into delicious products for community groups across the capital, and beyond. These four major facilities are just the start and we plan to open two more sites in the coming year.

Thanks to our generous donors, £20 million has now been raised; thousands of tonnes more food has been generated for communities in need; and more than £900,000 has been circulated in grants to grass-roots food organisations, helping sustain their vital support to communities.

This is driving systemic change – from surplus to sustainable; a new approach to tackling waste and reducing greenhouse gases while also supporting families and communities who are struggling to cope.



**Baroness Louise Casey  
of Blackstock CB DBE**  
Founder



**Dame Martina  
Milburn DCVO CBE**  
Executive Chair

# Thank you

The Coronation Food Project relies on charitable donations to achieve its goals. To date, £20 million has been raised and our Development Committee is working hard to secure additional funding.

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*As we see Coronation Food Hubs opening their doors and getting more food to communities in need, it's wonderful to witness His Majesty's vision being translated into meaningful action.*

*Dori Dana-Haeri, Chair of the Coronation Food Project Development Committee*



## Our Aims

Inspired by His Majesty King Charles III, the Coronation Food Project aims to create a fairer and more sustainable future by:



**Saving more surplus food**



**Supercharging food distribution networks**



**Supporting the wider sector with flexible funding**

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*Food need is as real and urgent a problem as food waste - and if a way could be found to bridge the gap between them, then it would address two problems in one.*

*His Majesty King Charles III*

# Saving More Surplus Food

*Two years ago, His Majesty The King set the food industry a challenge: to do more to reduce food waste and increase the amount of surplus edible food going to people who go hungry.*

Frontline food charities have traditionally relied on finished, packaged food from the retail sector to help feed those in need. But, as supermarkets become more efficient in tackling food waste - something to be greatly welcomed - there is less food for charities to redistribute.

Over the last four years, food supply to FareShare from retail has decreased by 16% whilst the number of people facing food insecurity across the UK has grown from six to 11 million people, including three million children.

So, a coalition of leading food businesses, called Alliance Food Sourcing, has come together to find new ways to ensure frontline charities have a regular supply of food.

Inspired by The Coronation Food Project and convened by the IGD, FareShare and The Felix Project, Alliance Food Sourcing is investing and innovating to rescue nutritious, edible food waste from the supply chain and get it to the charities that need it. Fifty UK food retailers and manufacturers are already involved.

Currently, a lot of the surplus food in the supply chain is in large or unpackaged formats that are not immediately usable by community organisations. So, the businesses within the Alliance are creating new partnerships and processes to extract and use previously inaccessible food. For example, by repackaging bulk quantities or bringing surplus, raw ingredients together to make meals.

By partnering up, vegetable misfits are put into curries and distributed. Sweet potato 'rubble' produced in the dicing process is being rescued for soups or stews. Excess 'work in progress' sauces are being captured in large catering packs which can be broken down into more useable portions. And where pastry is visually defective on sausage rolls, they can be rescued as an extra source of protein.

There is great momentum and support from the food industry. Less than one year since Alliance Food Sourcing was launched, it has already passed the original goal of 10 million meals pledged. But we want to go further and reach 30 million meals a year by 2028. And because the surplus food comes from the supply chain, rather than as a finished product, food can be provided to charities much more efficiently, with a longer shelf-life.

Alliance Food Sourcing draws on the expertise and collaboration of the whole food industry, working together to ensure plans are well thought through, sustainable, efficient and that its efforts are incremental to existing charity giving. The projects funded by the Alliance are carefully chosen to be replicable and scalable, targeting the food categories where charities say the needs are greatest.

In May 2025 UK customers were able to play their part too. A fundraising campaign called Make a Meal of It ran across four major supermarkets - Tesco, Sainsbury's, Waitrose and Morrisons - the first time retailers have come together, in this way, to tackle UK poverty. And because every £1 raised helps provide five meals, two million more meals were able to be secured through this initiative alone.

Through Alliance Food Sourcing, the Coronation Food Project has already surpassed its initial food rescue goals and it continues to urge all members of the food industry to join the coalition to drive an even greater scale and pace of change.

*In two years:*

**1,541** tonnes of additional surplus food has been rescued

**1,255** more tonnes of food have been manufactured utilising surplus capacity

**2,136** tonnes have been donated

**That's a total of**

**4,932**

**tonnes, the equivalent of 11 million meals**

## *Food Rescue Stories*

### **2 Sisters Food Group**

With protein being an important food source for people in need, fresh and frozen chicken is now reaching them regularly, thanks to an Alliance Food Sourcing relabelling and repacking collaboration. This is expected to provide around two million portions of chicken per year.

### **Barfoot's & Saica Flex**

Vegetables are vital for a healthy diet. Barfoot's & Saica Flex are now donating all their edible surplus, including sweet potato and squash. This has quadrupled their original contribution, now averaging 40,000 meals per month.

### **Waitrose & Daybreak**

Pasta is a high priority and versatile staple for food charities. Addressing this critical need, and working with its own-brand supplier, Daybreak, Waitrose will divert approximately 350,000 equivalent meals of surplus pasta per year to FareShare.

### **Charlie Bigham's**

Charlie Bigham's has adopted a small but innovative change to its processes which is making a big difference, generating a reliable source of cooking sauces, enough to provide 10,000 meals per month.



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*To have 50 food businesses already involved in Alliance Food Sourcing's work is fantastic, but we want and need more partnerships. The scale of UK hunger is significant, so the scale of the solution must be too. By working together, thousands of tonnes of good, surplus food are already being rescued from the food supply chain, cutting waste and providing meals for the most vulnerable in our society - often by making relatively small changes.*

*Nicky Robinson, Director of Alliance Food Sourcing*

# Supercharging UK food distribution networks

*Our network of Coronation Food Hubs continues to grow.*

Across the UK, more than 8,000 charities and community groups provide a lifeline to families who are battling the cost-of-living crisis. They urgently need access to healthy, nutritious food and that's where FareShare and The Felix Project have a critical role. Their network of distribution centres, with fridges, freezers, vans and drivers, are the crucial conduit between surplus supplies and frontline charities. But their capacity is sadly stretched.

Through the Coronation Food Project, we've been raising funds to create a network of super hubs – expanded facilities adding much needed infrastructure to handle the additional food which is now flowing through. At this second anniversary, three new Coronation Food Hubs are fully

operational, along with the Felix Food Factory, which is set to be fully up and running next year.

We plan to open two more Hubs next year, as we work hard to create a network to increase capacity across the UK. We are especially grateful to all of the funders who have invested not just in the capital costs, but funds to ensure the Hubs can operate effectively for at least their first three years.

In September, The Felix Project and FareShare – the UK's leading food distribution charities – announced their plans to merge, in order to tackle the scale of food waste and food insecurity at a time of urgent need. The two organisations have been key partners in the Coronation Food Project from its inception, and we were delighted to welcome this exciting news.

## *Up and Running*

**The Merseyside Coronation Food Hub**, which is supported by the Steve Morgan Foundation was officially opened in November 2024. The expanded capacity has enabled FareShare Merseyside to support an additional 25 community groups across Merseyside and North Wales, redistributing 663 tonnes of surplus food.

**The Felix Project South London Coronation Food Hub** was opened on our first anniversary, a year ago. In that time, the equivalent of over 9.7 million meals have been sent out to 631 local community organisations. We are grateful to bp and Citi for making this possible.

**The Sir Peter Rigby Coronation Food Hub** in Birmingham opened in September and will be officially launched in December 2025.

**The Felix Food Factory** in Deptford will enable The Felix Project to rescue more surplus produce and transform it into long life items. There will be four main production techniques; decanting, jamming, blast freezing and dehydrating. The first of these, decanting, started in late 2025 and the factory will be fully operational in 2026. Huge thanks to Morgan Stanley and Chellaram for their generous support.



## Supporting the wider sector with flexible funding

*We continue to fund grassroots work by incredible community organisations across the UK.*

The Coronation Food Project grants programme provides flexible funding to inspire, empower and enable nonprofit organisations working to address food waste and support people facing food insecurity. The grants programme supports both established organisations delivering valuable ongoing services, whilst also seeking out organisations with innovative ideas at community, local and national level.

King Charles III Charitable Fund delivers the Coronation Food Project grants programme, drawing on its four-decade long expertise in managing such initiatives. The programme is supported by a range of funders including The Linbury Trust and we are grateful for all of their commitment.

To date, the Coronation Food Project grants programme has now awarded £907,990 to 33 good causes addressing food waste and food insecurity across the UK, helping to scale up their delivery and extend the benefits of their projects.

Through these grants, the Coronation Food Project has been able to unlock new sources of edible surplus food and supported some of the most deprived communities in the UK.

To date, the grants have:

- directly supported 692,678 people
- provided 1,331,269 meals to people in need
- rescued 951 additional tonnes of edible food

One of the projects supported is Food and Friendship. Based in Sussex, the community organisation delivers

# £907,990

**has been awarded by King Charles III Charitable Fund to 33 charities.**

weekly lunch and cooking clubs, supporting more than 80 elderly people and adults with additional needs. Luke, 51, who has a learning disability, attends lunch club weekly with his support worker Vince. He quickly became a volunteer, gaining vital independent living and social skills that will support his future. Luke has built friendships and grown in confidence, with Vince noting improvements in his health and enthusiasm. As Luke says, "I love lunch club, I LOVE it!"

In Glasgow, the Coronation Food Project supports The People's Pantry - a subsidised store run by Govanhill Baths Community Trust - to combat food insecurity for over 500 local families. The impact is clear: 80% of members are eating more fresh fruit and vegetables, 97% value reducing food waste, and 85% report better mental health, thanks to the Pantry's role as a welcoming community hub promoting food education and sustainability.

In the year ahead, we look forward to delivering more grants to support a wide range of charities and community groups across the UK.



# CORONATION FOOD PROJECT

EST.2023

Felix | THE  
FELIX  
PROJECT



FareShare  
fighting hunger,  
tackling food waste

IGD

## How the project is managed

The **Coronation Food Project** was inspired by **His Majesty King Charles III** and is led by Executive Chair, **Dame Martina Milburn DCVO CBE** with the support of an Advisory Board. The key partners are **King Charles III Charitable Fund, FareShare, The Felix Project** and the **IGD**.

The Project's Founder is **Baroness Casey of Blackstock CB DBE** who is also a Trustee of KCCF.

The members of the Advisory Board are:

**Baroness Louise Casey of Blackstock CB DBE**

**Nikki Jeffery**, Executive Director of KCCF

**Dori Dana-Haeri**, Chair of the Development Committee

**George Wright**, Special Advisor

**Charlotte Hill OBE**, CEO of The Felix Project

**Sarah Bradbury**, CEO, IGD

**Rajat Dhawan**, CTO at Soho House

**Paul Brown**, Communications Adviser

**Pooja Shah**, Project Manager

Alliance Food Sourcing is overseen by a Steering Committee and we are indebted to all of its members:

**Simon Roberts**, CEO, Sainsbury's

**Gordon Gafa**, Food MD, Tesco

**Alex Freudmann**, Food MD, Marks & Spencer

**Dalton Philips**, CEO, Greencore

**Ranjit Singh**, CEO, Founder & Owner, 2SFG and Boparan Holdings

**Sarah Bradbury**, CEO, IGD

**Charlotte Hill**, CEO, The Felix Project

**George Wright**, Special Advisor

**Chris Biggs**, UK Managing Director, BCG

**Tim Murray**, Partner, Newton

## Contact

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Cover image: HM The King at the opening of the South London Coronation Food Hub.