



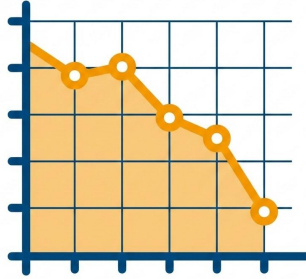
The Voice for Brands in the UK

An Introduction to the Group

The Challenge for Brands is Growing



1 in 4
category
buyers
never buy a
brand



Over the last
decade, national
brands have lost
1 in 20 buyers to
private label



Today, only **3 in 4**
buyers purchase
a brand even once
a year

The UK Regulatory Backdrop

- Weak protection against copycat, lookalike and misleading packaging
- Increasing regulatory cost and complexity, e.g. EPR and HFSS
- Imbalanced retailer–supplier dynamics
- Insufficient recognition of the value brands create

Brands are losing ground - and the UK's regulatory system isn't helping as it could



Brands are great for Britain

But Britain could be better for brands



Great for consumers

Helping the to navigate the marketplace, delivering choice, and solutions for their needs



Great for Innovation

Creating 100% of distinctive innovation in grocery, inventing new products and categories



Great for growth

Through higher quality & better paid jobs, creating premium value and multiplier effects

However, brands have poor protection from copycats and look-alike packaging. They face an unlevel playing field with the retailer customer-competitors. They face regulatory measures, notably around packaging and less healthy foods, that disrupt the climate for brands further.

No single company can fix this alone. This is the problem the British Brands Group exists to solve.

The UK's only organisation dedicated to FMCG brands.

A not-for-profit, owned by our members.



Representing consumer brands of all sizes

From small businesses to multinationals

From everyday essentials to luxury

For brands operating in Britain – not just British brands

VISION

A future where Britain is
the global benchmark for
brand-facilitative
regulation

MISSION

To shape the regulatory
framework so Britain is the
optimum market for
brand-led businesses

We
Celebrate
brands and
what they do

We build
Capability
within
brands

We defend
Competition
in the
marketplace

We fight to
give brands
Confidence
in the UK

Engage Your Way

AGM	The annual governing meeting, with representatives from every member		Council	Quarterly meeting of 13 elected members, which directs the group's work	
Panels	EPR	Legal	Public Affairs	eCommerce	Brand Leaders'
	All members' staff are able to self-nominate to participate in panel meetings. Free to access.				
Seminars	Arranged by the Panels to provide CPD opportunities to members' wider teams. Free to access.				
Workshops	Regular training workshops on GSCOP, Competition Law, Negotiation Skills and eCommerce. Four free places per member annually. Discounts on further places on open workshops or in-house workshops.				
eLearning	A wide and expanding range of eLearning modules available 24/7, 365 days a year.				
Events	<p>The Brands Lecture: a landmark annual event with leading thought-leader on brand marketing.*</p> <p>Shopper Psychology Masterclass: a world class one-day course to help brands. Member discount.</p> <p>The Oxford Symposium: a unique annual event on the competition law and policy. Free to attend.</p>				
Updates & Support	We keep members in the loop with straight-to-the-point email updates. We are also always on hand to field any questions and lend our support. If we don't know the answer, we usually know who does.				

We don't have a one-size-fits all approach to engagement with members. However they choose to engage in the Group, they shape our agenda.

2026 Calendar

- 14 April – Workshop: Negotiation Skills – Creating mutual wins through strategic conversations
- 23 April – Workshop: GSCOP Refresher
- 24 April – Seminar: AI Framework for Marketers
- 24 April – Seminar: Working better with Brandbank
- 5 May – Seminar: Changing Media
- 27 May – Workshop: Competition Law & Compliance
- 11 June – Masterclass: The application of shopper psychology to change shopper behaviour
- 16 & 17 June – Online Workshop: GSCOP and the GCA
- 23 June – Online Workshop: Competition Law & Compliance
- 2 July – Workshop: GSCOP Refresher
- 23 Sept – Workshop: Amazon Vendor Management Skills
- 23 Sept – Workshop: Amazon Marketing Skills
- 10 Nov – Workshop: GSCOP and the GCA
- 3 Dec – Workshop: Competition Law and Compliance

Our Work with Partners

- We are the UK chapter of AIM, the European Brands Association
- We work with your other trade organisations in strong partnerships
- We avoid duplication, to compliment and amplify



We are the only organisation that focuses on the cross-cutting overall climate for brands in the UK

Over 30 years of delivering results

- Prompted Competition Commission supermarket investigation
- Secured Groceries Code Adjudicator (GCA) and fining powers
- Led GSCOP training and enforcement scrutiny
- Triggered Tesco and Amazon investigations
- Helped block Asda–Sainsbury merger
- Secured UK+ trade mark exhaustion regime
- Prompted action on misleading packaging
- 22 Annual Brands Lectures
- 21 Annual Oxford Symposia

Real Value to Members

- Tangible return on investment from recent interventions
- Case Study: Tesco Online Fulfilment Fee.
 - BBG work with GCA led to reversal of the fee
 - £600k saving to one smaller member reported (60x fee)
 - 40 x ROI reported by other members
- Capability work that builds skills in your team to deliver value everyday
- The assurance that we're fighting for brands and the inside track on developments



“Organisations like the British Brands Group are an essential resource in protecting and promoting the value of brands in the modern marketplace.

By advocating for better understanding of the value of brands, fair regulation and fair trading practices, the British Brands Group helps ensure that brands can continue to innovate, compete and deliver benefits to consumers and the economy.”



ANDY PHAROAH

VICE PRESIDENT, CORPORATE AFFAIRS AND SUSTAINABILITY

MARS

17 APRIL 2025



“Membership is an easy commercial decision for us. The value we derive far outweighs the fee we pay and the time we devote.”



LEE GELDERD
CHIEF EXECUTIVE OFFICER
KARIUM



“Our brands lie at the core of our business so the Group does work that is important, giving us value we don’t believe we can find anywhere else”



Paul van Reesch
FORMER GENERAL COUNSEL
COCA COLA EUROPACIFIC PARTNERS

Membership Packages

Full membership

The full members of the British Brands Group are manufacturers of trusted branded products. They recognise that their brands are their companies' prime assets and require a voice when it comes to public policy. To be a full member, a company may be big or small and come from any product sector, as long as the production of branded products is its principal business. Fees are commensurate with UK sales turnover. The membership year runs November–October, with pro-rata fees invoiced for a part-year membership.

Group UK Sales Turnover (£m)	Annual membership fee (£ ex VAT)
1-25	1,000
25-50	1,500
50-100	6,000
100-250	12,000
250-500	14,000
500-1,000	20,000
Over 1,000	25,000

Membership Packages

Associate membership

Associate Members comprise organisations that are committed to brands and their value to society. They include designers, lawyers, brand consultants and other trade associations.

Annual membership is open to any organisation that supports the Group's mission and objectives. It's easy to join, although numbers are restricted to 50% of the full membership.

Associate membership: £1,500 (ex VAT)

Apply

To apply, please complete the following form and send it to tom@britishbrandsgroup.org.uk

Full Membership

Associate Membership

Organisation Turnover Band (Full Member Application Only)

Name: Email: Phone:

UK Address:



Thank you

Tom Reynolds, CEO

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