# Dunelm’s Pausa Café distributes over 100,000 surplus food bags with Too Good To Go in first year



Dunelm's Pausa Café has made significant strides in tackling food waste through its collaboration with the social impact enterprise Too Good To Go. Within just one year of partnership, the café chain has successfully distributed over 100,000 "surprise bags" filled with surplus food. This initiative aims to provide customers with access to quality food at a reduced cost while simultaneously reducing the amount of edible food that would otherwise go to waste.

The "surprise bags," available through the Too Good To Go app, are a proactive approach to combating food waste within the retail sector. Customers can purchase these bags at a fraction of the original price, allowing them to enjoy meals and products that would have been discarded. The initiative aligns with a growing trend among retailers to address sustainability issues and consumer demand for more responsible shopping options. According to Dunelm, the partnership reflects a commitment to reducing waste and championing environmental responsibility.

Supporting this initiative is a broader movement within the industry, where many retailers are becoming increasingly aware of their environmental footprint. Reports indicate that food waste is a pressing global concern, with estimates suggesting that around one-third of all food produced for human consumption is wasted. Companies like Too Good To Go are not only changing consumer habits but also influencing retail practices towards a more circular economy.

While Dunelm celebrates these milestones, it is crucial to consider the challenges of scaling such initiatives. Retailers must balance operational logistics with the integration of waste-reduction strategies. For instance, engaging customers effectively and maintaining the quality of food provided in such bags requires meticulous execution in inventory management. Nonetheless, Dunelm’s efforts exemplify how partnerships focused on sustainability can lead to positive outcomes for both businesses and consumers.

In conclusion, Dunelm's Pausa Café serves as an encouraging example of how businesses can engage with social impact projects to address pressing issues like food waste. By embodying a more sustainable ethos and utilising innovative solutions, they not only mitigate environmental impacts but also create value for customers. The success of the partnership with Too Good To Go may inspire further collaborations within the retail sector, as it becomes increasingly important to reconcile profit with purpose through responsible practices.

### 📌 Reference Map:

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## Bibliography

1. <https://www.thegrocer.co.uk/news/dunelms-pausa-cafes-distribute-over-100k-too-good-to-go-bags/705481.article> - Please view link - unable to able to access data