CORONATION
FOOD PROJECT
EST.2023



Third Anniversary Impact Report

November 2026

Bringing people together around food

The Coronation Food Project continues to unite individuals and organisations - transforming the sector from surplus to sustainable.

When the Coronation Food Project was launched by The King and Queen on his 75th birthday in 2023, we wanted to complement rather than compete with the established food rescue sector. From the outset, FareShare and The Felix Project have been our key partners. So, we are delighted that these two charities have now merged into a single UK-wide organisation known as Felix.

Earlier this year, food charities and social enterprises across the UK launched a single shared plan, committing to triple the volume of surplus food made available for redistribution as part of a new national programme to redistribute surplus food. The plan, which has been developed over many months by sector leaders, will see the food industry, charities and social enterprises working collectively, alongside philanthropists and the government.

Since our project was founded, British food businesses have come together like never before. Alliance Food Sourcing, inspired by the Coronation Food Project and convened by the IGD and Felix, now brings together 58 food industry partners. Their collaboration has secured additional sources of food with a retail value in excess of £40 million. Behind this figure are novel and practical innovations: turning a glut of potatoes into microwaveable mash, redirecting ripe bananas from animal feed, and unlocking spare factory capacity to produce a million tins of baked beans.

Finding more food is critical, but it's only part of the challenge. Getting that good food out to community organisations is a massive logistical task, managed by Felix and its network. For the past three years we have worked with our wonderful donors and supporters to fund a network of Coronation Food Hubs which are springing up across the UK, and we are delighted that a fifth is now fully operational in Middlesbrough.

We also remain committed to the incredible local organisations who are doing innovative work to address their local needs. Through King Charles III Charitable Fund, £1.5 million has now been awarded to 58 organisations tackling food waste and food insecurity. From cooking skills for families in Wales to a mobile greengrocer in Liverpool, this flexible funding is helping communities build practical and pragmatic solutions to their unique local challenges.

Looking ahead, technology is opening up further possibilities. A new AI-driven transport platform is matching surplus food deliveries with spare space on lorries that are already on the road. This is the systemic change we set out to inspire: moving from surplus to sustainable, reducing waste and environmental impact while supporting people facing hardship. To every donor, partner, volunteer and community organisation working with us to make it happen, we offer our warmest and most sincere thanks.



Baroness Louise Casey of Blackstock CB DBE
Founder



Dame Martina Milburn DCVO CBE
Executive Chair

Working together with the food industry, hundreds of wonderful charities and community groups, donors and philanthropists, we are dramatically increasing the capacity to circulate surplus food, while using innovative new technology for the benefit of communities in need. By bringing people together in this way, I believe we can transform the food sector from surplus to sustainable.

His Majesty King Charles III

Thank you

The Coronation Food Project relies on the generous support of individuals, agencies and organisations to achieve its goals. To date, £20 million has been raised and our Development Committee is working hard to secure additional funding.

Inspired by His Majesty The King, it is wonderful to see five hubs successfully already completed and operational, redirecting tonnes of surplus food to those that need it the most. Huge thanks to the supporters of the project for their amazing generosity.



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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Saving more surplus food

Collaboration between UK food manufacturers and retailers in support of the Coronation Food Project is unprecedented – 58 partners are now involved.

Inspired by the Coronation Food Project and convened by the IGD and Felix, Alliance Food Sourcing brings retailers and manufacturers together to tackle food waste in new and innovative ways. Since the project began, it has secured over 8,000 tonnes of additional food for communities in need. In its third year alone, the Alliance brought in 3,275 tonnes of food, a year-on-year increase of 60%. Behind these figures are practical collaborations opening up sources of food that were previously inaccessible to frontline charities.

Saving and circulating surplus food, which might otherwise go to waste, has always been a priority for the Coronation Food Project. So, it's brilliant that surplus food rescued in the past year reached 1,907 tonnes, up 316%.

Albert Bartlett has produced microwaveable mashed potato which provides a direct solution for surplus potatoes in the supply chain. BerryWorld, B.fresh and Strawsons united to make a mixed berry smoothie. Hilton Foods Seachill was able to manufacture fishcakes using surplus work-in-progress mixture. Primafruit and Waitrose changed their grading process which is now redirecting a valuable supply of bananas out to charities and away from the wholesale market. These new developments have been delivered alongside long-running projects such as breaded chicken from 2 Sisters Food Group, pizzas and ready meals from M&S and vegetables from Morrisons and Myton.

Spare manufacturing capacity is another important route to food. Through a partnership with Princes and Waitrose, one million tins of baked beans were produced by unlocking unused factory capacity and supply chain resources. Alongside surplus food rescue, this approach helps secure products that are in particularly high demand. Over the past year, food secured through surplus manufacturing capacity rose to 1,035 tonnes, an increase of 51%.

With food support services experiencing huge demand, we remain truly grateful for the additional food that our partners have donated. And, in the third year of the project, we have added a new procurement element to the programme to help secure the types of food that are often more difficult to access through usual surplus routes. Through this development, our partners are using their purchasing power and influence with their supply chain to support the Alliance team in securing key food items at the lowest possible cost.

Meat protein is always a scarce resource and, to date, has represented less than 4% of surplus within the Felix network. So, a project with Dovecote and Waitrose secured minced meat and burgers at a fraction of the lowest available retail price. Tesco helped negotiate favourable prices for rice and noodles, long-life staples that charities always need.

Customers played their part too. In May 2026, Tesco, M&S, Sainsbury's, Waitrose and Morrisons delivered the second annual Let's Make a Meal of It campaign. Over two weeks, shoppers could top up their purchases at the till or online to support the Coronation Food Project through Alliance Food Sourcing. Together, the retailers raised just under half a million pounds. This landmark collaboration demonstrates the Alliance's ability to bring competitors together for a common purpose.

As part of our drive to transform the sector from surplus to sustainable, we continue to work with Newton, a global strategic delivery consultancy firm that partners with retail and consumer goods organisations. In March they published 'The Waste Equation', an industry white paper outlining how manufacturers could prevent waste from occurring, redistribute the remainder via the Coronation Food Project and then reinvest the money saved to unlock even more food. The launch event was hosted at the Science Museum with many of the UK's largest retailers and manufacturers in attendance.





Images: In March this year, The King toured Greencore's food manufacturing site in Warrington. He watched the team prepare examples of the two million fresh, high-quality meals the business has donated since the Coronation Food Project began.

In three years:

3,007 tonnes of additional surplus food has been rescued through Alliance Food Sourcing

1,938 more tonnes of food have been manufactured utilising surplus capacity

693 tonnes of additional edible surplus food has been rescued by charity partners through our grants programme

2,766 extra tonnes have been donated

333 tonnes of cupboard essential foods have been sourced through a cost-efficient procurement model

That's a total of

8,737

tonnes, the equivalent of more than

20 million meals

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Supercharging UK food distribution networks

Creating the capacity to get good food to people's plates.

In 2026, The Felix Project and FareShare UK merged to become a new charity, Felix. This UK-wide organisation now supports more than 8,000 smaller charities and community groups and is a key strategic partner of the Coronation Food Project.

As families across the UK continue to face a cost-of-living crisis, they are turning to food support services in record numbers. That's why the Coronation Food Project is working hard to identify new sources of surplus food. Taking that surplus, processing, packaging and transporting it, is Felix's critical role.

The Felix network's distribution centres, with fridges, freezers, vans and drivers, are the crucial conduit between surplus supplies and frontline charities. Together with their volunteers, they move mountains (of apples, carrots and spuds). But demand is outstripping supply.

Over the last three years, the Coronation Food Project has 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. As we celebrate our third anniversary, five hubs are now fully operational, and the Felix Food Factory in South London is up and running.

A sixth Coronation Food Hub is set to open in Belfast in the new year. We are also working hard to secure the additional funding needed to build hubs in Cardiff and Milton Keynes, to complete our network. We are hugely 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.

> *"The Coronation Food Hubs are a transformational resource, not only for Felix but also for the communities they serve. I have been lucky enough to visit them all and see just how much more can be achieved, from the amount of food we can rescue to the number of community organisations we can supply. They really are enabling us to fill more plates and fuel fuller lives.*



Charlotte Hill OBE
Chief Executive, Felix



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Our growing network of Coronation Food Hubs

The **Glasgow Coronation Food Hub** opened in July 2026.

The **Belfast Coronation Food Hub** is set to open in early 2027.

The **Merseyside Coronation Food Hub**, which is supported by the Steve Morgan Foundation, was officially opened in November 2024.

The **Sir Peter Rigby Coronation Food Hub in Birmingham** was officially opened in September 2025.

We are working hard to secure funding for a proposed **Coronation Food Hub in Cardiff**.



The **Felix North East Coronation Food Hub** in Middlesbrough, supported by Steve Gibson OBE through the Gibson O'Neill Company, was opened on November 20th 2026.

We are working hard to secure funding for a proposed **Coronation Food Hub in Milton Keynes.**

The Felix **South London Coronation Food Hub** was opened on our first anniversary, in November 2024.

The **Felix Food Factory** in Deptford opened in 2025.

Locations open

Locations about to open

Locations in development

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Supporting the wider sector with flexible funding

We continue to support inspiring organisations that are reducing food waste and supporting communities across the UK.

The Coronation Food Project grants programme provides flexible funding to empower good causes to develop and expand practical, community-led solutions.

The grants programme is delivered by King Charles III Charitable Fund (KCCF) and we are grateful to all those who support this work, including The Linbury Trust, whose commitment is helping to strengthen communities across the UK.

To date, we have awarded £1.5 million to 58 organisations working to reduce food waste and support people experiencing food insecurity. This funding has helped good causes to increase their reach, strengthen their services and unlock new sources of edible surplus food for communities most in need.

Collectively, the grants have:

Directly supported

896,000

people

Provided

6,605,000

meals to people facing food insecurity

Rescued and redistributed

3,429

tonnes of edible surplus food which would otherwise have been wasted



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While many of the projects we fund have focused on redistributing surplus food to people and communities in need, the impact has extended far beyond food provision alone. The grants have also helped improve people's knowledge about food and cooking on limited budgets, supported families during school holidays, and enabled communities to learn how to grow healthy and nutritious food. Funding has reached all four nations of the UK and benefited a diverse range of groups, including schoolchildren, older people, refugees and other marginalised communities, helping to ensure that more people receive the food, skills, and support they need to thrive.

One organisation supported through the programme is Foothold Cymru, whose Cooking Up Smiles summer initiative provided 67 children, young people and parents with five weeks of nutritious meals, practical cooking education and opportunities for social connection. Funding from the Coronation Food Project enabled the team to transform surplus supermarket ingredients into more than 2,500 meals, while teaching families how to batch cook, adapt recipes on a budget and reduce food waste safely at home.

Alongside free Community Pantry vouchers and access to a community fridge, the programme helped ease financial pressures for families reliant on Free School Meals or living on very low incomes during the school holidays.

In Liverpool, the programme has supported Alchemic Kitchen since 2024. One of its flagship initiatives, Queen of Greens, is a mobile greengrocer serving communities identified as food deserts. The service now makes more than 30 stops each week, including new locations at hospitals for staff and patients.

One of Alchemic Kitchen's largest community events is the annual Apple Day which brings together volunteers and residents to harvest surplus fruit from a National Trust orchard. The most recent event attracted 2,000 attendees and produced 850 apple crumbles and 200 litres of apple juice.



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Accelerating innovation: speed dating for trucks

Innovation, inspired by the Coronation Food Project, continues to accelerate. Alliance Food Sourcing is now bringing the food industry together to unlock spare transport capacity. Its new AI-driven platform matches surplus food deliveries with available space on lorries that are already traveling across the UK, helping good food reach frontline charities.

With Sainsbury's, GXO, Greencore, Tesco, M&S and Gist involved, and early support from BCG and Baringa, the initiative shows the true power of collaboration. The platform also opens up new opportunities to share spare factory capacity, ingredients and packaging support, helping more surplus food reach frontline charities.

Early trials are on track to move 5,300 tonnes of food, save 42,885 road miles and avoid 62.9 tonnes of CO_2, alongside £170,000 in projected transport savings over six months.

Felix and other food distribution charities spend millions of pounds a year on transportation and, since the conflict in Iran, these costs have risen substantially. As this initiative develops, it will save valuable resources which can be diverted to the charities' frontline.

Alliance Food Sourcing is now inviting more food and logistics businesses to join the initiative.





The Coronation Food Project Covenant

The charitable and community food redistribution sector has come together with a pledge to triple food redistribution in the United Kingdom over the next decade.

To show their commitment, the eight main redistributors, The Bread and Butter Thing, City Harvest, Community Shop, Feeding Britain, Felix, His Church, Neighbourly and Xcess Network have all signed a new covenant pledging to achieve this long-term goal, which is also supported by the IGD and the anti-poverty charity and community of food banks, Trussell.

The covenant is part of the larger national programme to redistribute surplus food, which was announced by former PM Sir Keir Starmer in May 2026 after the King's Speech.

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Felix | Rescuing food for fuller lives

KING CHARLES III CHARITABLE FUND

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**, **Felix** 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, Felix
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 OBE, CEO, Felix
George Wright, Special Advisor
Chris Biggs, UK Managing Director, BCG
Tim Murray, Partner, Newton

Contact

If you would like to get involved or find out more, please email enquiries@coronationfoodproject.org

Media enquiries should be sent to media@coronationfoodproject.org

www.coronationfoodproject.org

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Cover image: HM The King, along with Dame Martina Milburn and Baroness Louise Casey, marking the second anniversary of the Coronation Food Project at Fortnum & Mason in November 2025.