

Bidfood adds a further eight suppliers to its SME scheme, Open Doors, taking its total number to 23

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Following the success of its initial group of suppliers to its SME scheme, [Bidfood](#), one of the UK's leading food and drink providers, has announced the next wave of businesses joining its Open Doors programme.

Since launching the very first initiative of its kind in the industry back in 2023, Bidfood has now onboarded 23 smaller food and beverage companies, helping them to establish themselves within the industry and raising awareness of their products so they can make their mark in food wholesale.

As a result, Bidfood's Open Doors programme has continued its mission to unlock the potential of emerging suppliers, supporting their development journey while also providing customers with first-hand access to some of the most exciting brands in the market.

The latest additions include:

- Icesupp – nourishing frozen supplements for the care and healthcare sector
- Wibble – better-for-you desserts
- Wildthingz – lower-sugar, organic sweets
- Howies Cider – craft cider that's grown, pressed and bottled entirely in the UK
- CBD One – premium CBD 'shots' for drinks
- Kwerky – powdered plant milk made with oat and pea protein
- IBIS Rice – rice with a unique conservation focussed supply chain
- Northern Pasta – UK produced pasta from regeneratively farmed ingredients

Commenting on the newly listed suppliers, Andrew Allen said: "This cohort reflects the progress Bidfood

has made since launching this industry first two years ago. Featuring a mix of sector-specific and broad-appeal brands, it highlights the unique role foodservice, and Bidfood in particular, can play in driving supplier innovation.

“Although still in its infancy, to have 23 small food and beverage businesses involved is fantastic. Many suppliers still face some tough market challenges, so to be the voice for underrepresented founder groups with incredible brand stories makes a real difference.”

Tim Adams, Sales and Marketing Director at Bidfood UK, added: “The Open Doors programme does exactly what it says on the tin – it opens doors and creates pathways for those smaller suppliers who would often not be afforded the opportunity.

“I’m excited to see the latest group incorporated into this industry-leading initiative and look forward to hearing the success stories that will emerge in the coming months.”

To learn more about the Open Doors programme and to sign up for the ODP newsletter, visit: <https://www.bidfood.co.uk/about-us/open-doors/>