

Wilson Vale joins forces with Bounceback Food CIC

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[Wilson Vale](#) has partnered with Bounceback Food CIC, a social enterprise dedicated to fighting food poverty and reducing food waste across the UK.

As a B Corp Certified™ contract caterer, Wilson Vale is passionate about making a difference through food. This new partnership is all about helping Bounceback Food expand its incredible impact through community cookery schools, inclusive food education and innovative projects like the Yes Chef: Bounceback Edition cookbook.

Making an impact from the start

The collaboration kicked off with a summer fundraising hike that raised £3,357, helping fund the distribution of 839 meals to sheltered accommodation and foodbank sites in the North West. Thanks to proceeds from the Yes Chef cookbook, they're aiming to push that total to over 1,000 meals by the end of 2025.

About Bounceback Food CIC

Bounceback Food is a non-profit social enterprise that's been tackling food poverty since 2014. Their Community Cookery School teams teach people to cook, run foodbank drives, and support employment in the food sector, all while coordinating meal drives that provide emergency food for those who need it most. So far, they've distributed over 250,000 meals and taught more than 10,000 people to cook.

Yes Chef: Bounceback Edition Cookbook

The partnership has also led to the creation of the Yes Chef: Bounceback Edition, a cookbook that celebrates the power of good food and good people coming together. Packed with tasty, budget-friendly

recipes, the book shows that cooking doesn't have to be complicated.

Melissa Wallbank, Managing Director at Wilson Vale, said: "While our day-to-day work focuses on delivering exceptional catering experiences, we know the power of food stretches far beyond the plate. Supporting Bounceback Food with an accessible, budget-friendly recipe book felt like a natural step, helping people to create great food using everyday ingredients. We look forward to continuing to build on this partnership and the positive impact it can make."

Duncan Swainsbury, Founder of Bounceback Food CIC, added: "We're delighted to partner with Wilson Vale. Their support helps us reach more communities, distribute more meals and teach more people the skills they need to cook confidently and affordably."