

Bo'ness Academy pupils front Tesco's new campaign

Pupils from Bo'ness Academy in West Lothian are fronting a national TV and cinema ad campaign for Tesco – with their banana bread!

The new ad called 'Food Love Story shows how the retailer is tackling food waste. The school's own cafe receives surplus food from Tesco every week under their food redistribution scheme. This has now reached the one million meal milestone in Scotland.



Bo'ness Academy pupil Hannah Torley; Angus MacDonald MSP; Bo'ness Academy pupil Connie Snedden; senior technician at Bo'ness Academy Ruth Provan

The ad – which features their community café and its much loved banana bread – will air from tonight during Emmerdale.

Youngsters and staff attended a launch event with Angus MacDonald MSP, Tesco colleagues at the Scottish Parliament last night.

The pupils learn new cooking skills in the café and it also provides a welcoming friendly opportunity to enjoy good food and company.

Alessandra Bellini, Chief Customer Officer at Tesco said: “‘Food Love Stories’ is all about how passion for good food can bring people together. So we're delighted that our new campaign showcases the work of the pupils and teachers at Bo'ness Academy, who turn surplus food from Tesco into delicious food for their local community.

“By the end of the year, no food fit for human consumption will go to waste from our UK stores. Bo’ness Academy is just one of over 5,000 local organisations across the UK benefiting from working with our Community Food Connection programme to use surplus food.

Ruth Provan, Senior Technician at Bo’ness Academy said: “We’d like thank Tesco for its partnership in helping our community café. The local store has been really accommodating and has given us the means to serve up a much wider range of food to more than fifty customers every week.

“We would also like to thank the business for giving us a fantastic opportunity to showcase our amazing school on national television.”

Here is a little preview of the ad:



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