

Thankyou drops food range to focus on body, baby and water ranges

Melbourne, Australia. Today, social enterprise, [Thankyou](#) announced plans to delete its food range in a decision to focus resource into its remaining three ranges (body care, water and baby) that are market leading, or showing potential to head in that direction. Thankyou's food range is currently being phased out and will be off the market by April 2018.

In an [open letter](#), Thankyou co-founder and MD Daniel Flynn describes the decision as the toughest they've made.

"It's our intent that everything we create is remarkable. The humbling and hard truth is though we innovated and fought hard for three years, we failed to produce a market-leading food range. We joined the game in food, we didn't change it"

"We put all four product ranges under the microscope and were faced with a tough choice: to invest again into our food range (at the expense of another range receiving less investment), or invest into the ranges that were already succeeding or showing early signs of heading in that direction. Ultimately, dropping the food range was the best decision for the future of Thankyou and our goal to help end global poverty in this lifetime," said Daniel.

The social enterprise is one the few brands to compete in four major and separate categories – its products are found down four separate supermarket aisles. Here's how Thankyou's four ranges fared in FY17 (as outlined in [Thankyou's FY17 Year in Review – Better Before Bigger](#)):

Water: on the decline, with its Innovation Team working on a game-changing idea to turn it around.

Food: on the decline, with the decision made to stop producing food.

Body care: changing the game. The range continues to overtake major household name brands in the category.

Nappies and baby care: on the rise. While it's a tough category, it's showing growth signs similar to body care.

The social enterprise will complete funding for all food projects its committed to, and continue to give 100% of profit to help end global poverty by funding access to safe water, toilets, safe births and healthcare for people in need.

Thankyou's food range helped fund long term food aid for over 130,000 people in need, on top of the 28.7 million days' access to short term food aid for people in need. This includes 60,000 meals to Melbourne's homeless and disadvantaged community through The Salvation Army's Hamodava Café.

To date, Thankyou has given over \$5.5 million to fund programs for 755,338 people in need.

For more information or to arrange an interview with Thankyou co-founder and MD, Daniel Flynn, please contact Melissa Morris on 0401 182 281 or melissa.m@thankyou.co or Genevieve Kerin on 0400 620 169 or genevieve.k@thankyou.co.