

Wincanton Dedicated Grocery's (WDG) Thameside Team support the Royal British Legion's Poppy Appeal

The Royal British Legion (RBL) holds an annual Poppy Appeal to raise funds for veterans of the Armed Forces community. This event relies on careful organisation and support, especially in co-ordinating the logistics across the nation's capital.



For several years, WDG Thameside has played a vital role in collecting and distributing poppies and sales equipment across London. Weeks before the event, Thameside receives delivery details and quantities, collects the required items from RBL, and plans delivery routes to over 75 destinations across the city.

Leading up to London Poppy Day, Thameside delivers poppies and furniture, ensuring timely arrivals for RBL's preparations. After the event, the team retrieve the remaining materials for storage and future use.



Thameside's commitment and efficiency are vital to the success of the Poppy Appeal, helping RBL raise crucial funds to honour our Armed Forces.

