The Rt Hon Rachel Reeves MP

Chancellor of the Exchequer

HM Treasury

1 Horse Guards Road

London

SW1A 2HQ

[day] [month] 2025

Dear Chancellor,

**Give workers a ‘Real Meal Deal’ to help with rising food costs**

As you know, the rising cost of living is putting workers across the country under immense pressure, particularly when it comes to the cost of food.

As a coalition of employers supporting thousands of jobs across the UK, we are writing to urge you to support a tax-relief scheme that would **give employees up to £220 a month to spend on food** during the working day, without requiring direct spending from the Government and providing an economic boost across the country.

A UK meal card scheme would give **all employees at participating employers** a meal card loaded with up to £220 each month (£10 per working day) to spend on food and non-alcoholic beverages at local restaurants and food providers that opt-in to the scheme.

This daily allowance would be provided in addition to employees’ existing salaries, and would be free of tax for both employers and employees.

The scheme would help businesses support millions of workers across the country, **cutting food bills for the lowest-income households by as much as 50%** whilst supporting the businesses and the hospitality sector.

Independent economic analysis by Ignite Economics commissioned by the Real Meal Deal Campaign found that introducing a meal card scheme would provide a major boost for Britain, enabling employers to help drive growth in the hospitality sector, adding £6.4bn in GVA to the UK economy and creating 300,000 new jobs.

The scheme would be **easy for the Government to implement**, with a simple change to HMRC’s existing exemptions list for employee benefits and expenses, extending the exemption to employees without access to on-site canteens. This would offer a vital lifeline to our employees in the midst of the worsening cost of living crisis.

Meal cards are proven to be highly successful, and similar schemes operate in 35 countries around the world, benefiting over 50 million people.

By boosting people’s spending power, the scheme would drive an average 18% uplift in turnover for restaurants and food providers, unlocking additional tax revenue for the Treasury entirely offsetting the scheme’s costs and creating £2.5bn in net-benefits for the public purse.

The scheme would also help to encourage employees back to town and city centres following the rise in remote working during the Covid-19 pandemic, and help local employers, food providers and restaurants to foster closer relationships, strengthening communities.

Employers are already taking a wide range of steps to support employees as the cost of living crisis puts households under strain, but the Government must do more to help employers support their employees.

In times of crisis, we cannot afford to rely on the same ideas over and over again. We must instead embrace innovative policy solutions to drive the outcomes our communities desperately need. We believe the changes set out above represent the fresh thinking needed to tackle the challenge at hand, and we urge the Treasury to act quickly to seize the opportunity.

Signed: