



GMB LONDON REGION

www.gmb-asda.com/support

GMB YOUR VOICE IN ASDA

FEBRUARY 2025

15% COLLEAGUE DISCOUNT

Dear members,

GMB strives to improve terms and conditions for GMB members working within ASDA.

For many years ASDA have stripped away pay and terms & conditions for colleagues working in the business.

It is not a good advert when Colleagues working within ASDA found it cheaper to shop in other retailers, even with their 10% discount.

However it is good to see that ASDA have finally seen senses and made a decision to increase the colleague discount from 10% to 15%.

This is a direct result of years of campaigning by GMB Union.

It is a step in the right direction however there is a long way to go to improve pay and terms & conditions for ASDA workers.

The colleague discount card is one of the major benefits to a colleague working within ASDA and can provide substantial savings upon your weekly shop.

This increase in colleague discount is applicable to all ASDA colleagues including those who retain their discount card for life.

Please seek advice if you are unsure upon the terms of use for the discount card as misuse will cause disciplinary issues.

If you are impacted by this issue and would like support or advice, please contact our office directly at 01603 626492, or visit our GMB Members' Support Centre at www.gmb-asda.com/support

GMB ASDA London Region

For assistance visit the GMB Members Support Centre
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**COLLEAGUE
DISCOUNT
IS NOW A BRILLIANT**

