

Christmas Cheer(ios) as Wirral cereal workers win £10,000 bonuses after site closure threat



Cereal workers have seen off a site closure threat and secured better pay and conditions, after GMB-led negotiations.

The long term future of CPUK's Bromborough site where Lidl, Asda, Aldi and others own-brand cereals are made is now guaranteed – saving 250 jobs.

From December these workers have transferred to a new company, Sincereal.



Original proposals were for full closure of the site – meaning more than 300 jobs lost.

Workers have secured a strong package including:

- Enhanced redundancy terms, protected for three years post-transfer
- An improved pension scheme with up to 7.5% employer contributions
- Over £10,000 in bonuses, including a £7,000 TUPE transfer bonus (paid in two instalments with no criteria) and a £3,000 loyalty bonus in December 2025

Some roles will be lost by end of 2027 – which GMB has worked to manage through voluntary redundancy as much as possible. [1]

Matthew Denton, GMB Regional Organiser, said:

"This is a fantastic outcome compared to the original proposal.

"It shows the power of collective action; when workers stand together in a union, we win real results.

"We'll continue to support members through the TUPE process and the next phase of consultation."

Press office

07958 156846

press.office@gmb.org.uk

Member requiring help?

Click to contact your local GMB Region

info@gmb.org.uk

