Waitrose

SUSTAINABILITY IN THE COMPETITIVE WORLD OF THE SUPERMARKET
Our Customers

The most important difference is how happy we have made them.

- **GOLD**
  - 65% satisfaction

- **SILVER**
  - 55% satisfaction

- **BRONZE**
  - 45% satisfaction
We do this by giving customers what they like...

#1 Quality Food
#1 Store Environment
#1 Customer Service
#1 Ethics
#1 Food Ideas

73% Waitrose
59% Waitrose
56% Waitrose
47% Waitrose
53% Waitrose
The Waitrose way

Championing British

Treading lightly

Treating people fairly

Living well
Championing British

We believe in celebrating the best of British food and we will invest in the future and sustainability of food production at home. In doing so we will support jobs, the British economy and animal welfare, as well as sharing great quality British food with our customers.

Doing the right thing by farmers (and their flock, herd or brood)

Championing regional suppliers

Back ing British

Ahead of the field in organic
Treading Lightly

We believe we should minimise our environmental impact and will continue to prioritise this, both through sustainable sourcing and reducing our consumption of energy and other resources. This activity will also generate significant cost savings for the business.
Living Well

We believe that delicious food and drink and a healthy lifestyle go hand in hand. We will focus on helping our customers and their families to make healthy choices and further improving and communicating the nutritional benefits of our food.

Helping you make healthy choices

Making good food even better
Treating People Fairly

We believe we have a responsibility to be a good citizen at home and abroad and we will work to support the communities around our branches as well as those where we source our products.

Giving something back
- Community
- Food banks
- Partner Volunteering
- Grow and Sell

We are in it together

More “fairly traded” foods
- Waitrose Foundation
- FairTrade
The big challenge

CHANGING CONSUMER BEHAVIOUR
Most salient issues for supermarkets have the ‘WIIFM’ factor

- **Something in it for me**
  - Support Small Scale Producers
  - No pesticides or fertilisers
  - Waste
  - British/Local
  - Animal Welfare
  - Reduce Packaging
  - Look after suppliers

- **Off the radar**
  - Company Environmental Performance
  - Water usage
  - International Politics
  - Pure Altruism
  - Look after staff

- **On the radar**

Source: Sense Qual Research 2010
The “Traditional” Approach
myWaitrose
More of what you love

A free cup of tea or coffee every day as a myWaitrose member

Nothing says 'welcome' more than a lovely hot cup of tea or coffee, so let us treat you to a free regular tea or coffee every day! You can enjoy one cup a day - to drink in or takeaway.* Simply present your myWaitrose card at the till and you won't be charged a penny.

Choose from the following regular drinks - Americano, Cappuccino, Latte, Tea, Mocha and Espresso (Decaffeinated versions available on request. Mocha and Espresso available in selected stores only)

*Excludes concessions
Pack information (but what does this mean?)
Choice editing  (what do you stand for?)
Responsible sourcing

Waitrose

- A go to #JustTuna brand - other companies should follow their lead
- Tuna is 100% sustainably caught and Waitrose is dedicated to ensuring it is fairly caught
- They say “Sustainability is at the very heart of what we do”
Direct Customer Engagement

The Waitrose Way Awards Overall Winner - Customer Vote

1. Which supplier should win the overall Waitrose Way Award?
   - Silver Spoon - Championing British Branded Award
   - Wealmoor - Championing British Own Label Award
   - PepsiCo UK - Food Waste Reduction Branded Award
   - Produce World - Food Waste Reduction Own Label Award
   - Wyke Farms - Carbon Reduction Branded Award
   - Hughes Mushrooms - Carbon Reduction Own Label Award
   - Reckitt Benckiser - Treating People Fairly Branded Award
   - Samworth Brothers - Treating People Fairly Own Label Award
   - Alpro - Living Well Branded Award
   - Melton Foods - Living Well Own Label Award
Customer Education?

Know your portion sizes

- Lean meat, oil-rich fish & chicken: 80g = a deck of cards
- Potatoes: 180g = a computer mouse
- Nuts: 30g = a handful
- White fish: 150g = a chequebook
- Butter: 5g = a teaspoon

It’s simple to work out how much food you should be dishing up using everyday objects from a matchbox to a mug.
Thank You