

Greggs

2017 Pledge



This is an UK wide pledge

This commitment will be implemented by
October 2020

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Retailers commit to re-evaluate the way they sell vegetables, adopting new measures to drive increased consumption while maintaining their existing commitments to reduce waste.

This aligns with point 1 on the commitments framework

Commitment details

100% of Greggs soup and leaf based meal salads will provide at least one portion of veg. We commit to grow the LFL volume each year between January 2018 and October 2020. Through these ranges we will sell an additional 15 million portions of veg over the period from January 2018 to October 2020.

50% of Greggs cold sandwiches will provide half a portion of veg. Increased use of veg and salad will be a new strategic criteria for New Product Development.

Monitoring

We will measure and report on unit sales of soup and leaf meal salads 2018, 2019 & 2020 v unit sales in 2017. Units to be LFL Shops. Reporting periods to be 52 weeks to October 2018, 2019 & 2020 v 52 weeks to October 2017.

Greggs Soup and leaf salad recipe criteria to be revised to include 80g of veg, Greggs cold sandwich criteria revised so that 50% of the range includes 40g of veg/salad effective Jan 2018. Healthy/Balanced Choice product development a strategic business objective.