

Peas Please Tesco Case Study

Martyn Lee



Five Tesco pledges

- Ensuring that the side dish in evening meal deals always includes a vegetable option
- Ensure increasing veg use and presence is at the top of the agenda when planning retail NPD strategy across all food categories
- Retailer product development teams will encourage and actively promote the use of veg in new products
- Increase the use of veg products by retailer employed chefs on innovation days and press days
- Demonstrate leadership in incentivising producers and suppliers to develop new products



Recipe development to increase veg content



New product development



PLANTPUSHER



Questions

