

# Asda 2018 Pledge



This commitment will be implemented by October 2020

This is a UK-wide pledge

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Where seasonally relevant we will review allocation of space to promote veg and increase space if feasible. We will increase the use of veg products where relevant by retailer-employed chefs on innovation days and press days. We will champion healthy plant-based NPD by continuing to run/enter Innovation Awards across all categories. We will provide a full strand of content on relevant channels where possible across the year supporting healthy low-cost recipes - increased frequency of these recipes across social are planned for 2019. We will also ensure value is showcased in fresh, with clear signage and signposting instore.

**This aligns with point 2 on the Commitments Framework**

## Monitoring

We will track the increase in veg across our basket in terms of sales.