

Waitrose 2018 Pledge

WAITROSE
& PARTNERS



This commitment will be implemented by October 2019

This is a UK-wide pledge

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We pledge to put vegetables at the top of the agenda when it comes to new product development, in addition to the current activity we're doing in stores and online to promote veg to our customers. We also pledge to find new ways of inspiring our customers to incorporate a rainbow of vegetables into their and their family's diets - from our Healthy Eating Specialists hosting dedicated veg store tours, to suggesting more veg products to our online shoppers and launching exciting classes around veg in our Cookery School.

We'll ensure increasing veg use and presence is at the top of the agenda when planning retail NPD strategy across all of our food categories. Our product development teams will encourage and actively promote the use of veg in new products. We'll introduce new and eye-catching signage for vegetables in our stores. On our website, whenever a customer puts a vegetable in their basket, we'll recommend other delicious vegetables that would complement them.

This aligns with point 2 on the Commitments Framework

Monitoring

We will monitor: the number of additional vegetable portions sold in our baskets both in our stores and online; the number of prepared meals and meal centres and recipes carrying a 5 a day logo; the number of customers who read our publications, attend our events, participate in our store tours and access information through our website.