

Sainsbury's 2019 (update) Pledge



This commitment will be implemented by
October 2020

This is a UK wide pledge

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Retailers commit to increase sales of veg by adopting new measures which drive increased consumption while maintaining their existing commitments to reduce waste (22 actions to help drive up sales can be found in our retailer toolkit)

This aligns with point 2 on the Commitments Framework

Commitment Details

Through providing customers with inspiration and recipes ideas, we will positively promote the use of vegetables within scratch cooking at home. We will continue to increase the amount of veg within our customer baskets to help achieve 5 a day. We understand the importance of introducing veg only savoury flavours through weaning to help set healthy eating habits for life. As part of our Little Ones range we are committed to a veg first approach & continued savoury flavour development throughout our range.

Monitoring

By October 2018 Fresh inspiration plinths will always contain at least 1 vegetable option, all new main meal recipes on GOL (Groceries Online) will include 2 portions of vegetables and ensure that one veg line is always listed in produce promotional space.

By October 2020 we will update on the percentage of veg sold and number of products that contain 80g of veg.

By October 2019 development will always promote a greater number of savoury vs. sweet products in the range which will be reflected in our ranging within our larger stores and report the percentage of products containing 40g veg or more per serving (5 a day).