

Waitrose 2021 Pledge



WAITROSE
& PARTNERS

This is a UK wide pledge

This commitment will be implemented
by 2023

1

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

We will include seasonal vegetable recipes ideas in each issue of our monthly FOOD magazine. We will champion veg and plant-based meals through our publications, events, Cookery School and in store activities. We will work towards including a portion of veg in all of our main meal recipes and 2 portions of veg in our healthy everyday recipes.

Monitoring

We will monitor the number of mentions of vegetables in our seasonal campaigns and track the circulation figures for our publications.
We will report on the number of events held and the reach/impact.
We will measure the number of additional portions of veg included in our main meal recipes.

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2

Retailers and manufacturers commit to increase the volume of veg in ready meals (whole-meal replacements).

This aligns with point 3 on the Commitments Framework

Commitment Details

We will increase the amount of veg in new and reformulated products.

Along with other key nutritional information, the % veg in a recipe for all ready meals and meal centres will be highlighted throughout the product development process.

We will increase the number of products which carry a 5 A DAY claim.

Monitoring

We are committing to increasing the volume of veg sold in ready meals and meal ingredients/composite dishes and reporting back to you on the volume sold (in grams), while maintaining existing commitments to reduce waste.

In 2021, we will compare the volume of veg sold in our ready meals and meal centres with the annual levels sold in 2020. We will set a target for a given % increase over the period 2022-23.

We will report on the number of products that make a 5 A DAY claim.