

Tesco

2021 Pledge



This is a UK wide pledge

This commitment will be implemented by 2023

1

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 proportion of our ready meals range* that contains at least 1 of the recommended 5 a day to 66%.

2018 baseline: 26%

2020 position: 50%

We will deliver the change through reformulation of existing products and new product development.

*full meal solutions only

Monitoring

We will track progress through our fruit and veg dashboard, one of a suite of dashboards we have developed for health and nutrition.

We have created a bespoke tracker for Peas Please to calculate both the proportion of Own Brand ready meals which contain 1 of 5 a day and what this equates to in terms of portions.

We can also provide contextualising data on the number of portions of 5 a day sold at Tesco as a total Own Brand business for the same reporting period.

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2

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

This aligns with point 2 on the Commitments Framework

Commitment Details

Following the success of the CHL CGF trials, Fresh 3 has been rolled out to 400 Express stores, offering Tesco customers 3 great deals on fruit and veg which change every 2 weeks.

We will now commit to double the scale of the promotion by rolling out the offer to 800 Express stores in total by E.O. 2021.

The offer will also be rebranded, as customer insight showed quality really resonated well vs. the previous title of 'Fresh 3'. The name of the deal will be refreshed to 'Pick of the Crop' and will continue to provide customers with great deals on fruit and veg.

Monitoring

We will track progress with the support of our commercial colleagues in order to measure the number of stores the offer is present in and also to calculate the number of portions of fruit and veg that this equates to.