

Henderson Group/SPAR NI 2021 Pledge



This is a Northern Ireland wide pledge

This commitment will be implemented
by October 2021

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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

We are proud to source 75% of our produce from local suppliers, farmers and growers. We pledge to further grow these partnerships with our produce range The Greengrocer's, with a goal of increasing our vegetable sales by 5% year on year. We will achieve this through a wider range of convenience products like prepared sliced and diced vegetables, packaged leaves and salads along with a new range of stir fry or microwavable packs, promotional pricing, communications and point of sale information.

Alongside this pledge we will continue or adopt a range of supportive measures, including:

1. Promoting fruit and veg every 3 weeks to our shoppers via our network of 470 SPAR, EUROSPAR, & VIVO stores in Northern Ireland
2. Advertising these promotions in our promotional leaflets delivered to almost 1million households across communities in Northern Ireland, 12 times p.a.
3. Providing recipe ideas to shoppers in how to use more veg in scratch cooking recipes under our 'InSPARations' campaign
4. Focus on value through our fruit and veg sale twice a year. advertised via shopper leaflets delivered to almost 1million households across communities in Northern Ireland. Also advertised on outdoor media (adshel poster sites/48 sheet billboard sites/digital media) – OOH Advertisement is dependent on traffic volume.
5. Continue to work in partnership with our local suppliers to create innovative products in line with market trends and consumer market research
6. Continue to develop convenient easy to serve/heat vegetable products to meet demands of today's busy shopper, making it quick and easy to consume.
7. Continue to make progress to deliver on our sustainability strategy to reduce plastic packaging in vegetable products and trial loose produce and compostable options.
8. We will continue to place vegetables at the front of our stores, within easy access and highlighting the value message through use of effective Point of Sale materials
9. Vegetables coming close to end of life are made available at greatly reduced prices in our stores via the Gander App, offering shoppers even better value.
10. We are committed to continually developing our ranges within all categories

Monitoring

Please check - % increase in vegetable sales and additional portions (80g portion) of veg sold. In 2019 there was one large fruit & veg sale in Sept (including outdoor). For 2020, there were 2 'fruit & veg' sales planned. Due to the Covid 'spike', we will monitor 2021 against the pre-Covid baseline from 2019 as approved by the PP Strategy Board.

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Commitment Details

We also pledge to conduct a full outdoor campaign for the Greengrocer's range, which will promote vegetables and improve the image of vegetables

Monitoring

Advertising spend and veg portion sales figures