

# Sainsbury's

## Expanding our healthy living ranges to help our customers live well

At Sainsbury's we understand we have a responsibility for ensuring that our customers are able to enjoy a healthy, affordable and delicious diet. That's why the quality and breadth of choice from our product ranges is so integral to delivering the value that our customers deserve.

We're very proud of our long-standing history of providing our customers with bespoke, healthy and affordable product ranges to boost clean eating and living. All of our healthy living ranges are underpinned by one strategy – we want to exceed customer expectations and go above and beyond meeting the minimum standards set by government or industry bodies. This approach is integral to our overarching ambition to provide our customers with the knowledge and opportunity to live healthier lives at a lower cost.

### Leading the way in healthy product innovation

We're always looking to innovate and pride ourselves on keeping ahead of health food trends to identify new product areas that need to be developed for customers whose dietary needs aren't yet being met. Equally, we continue to monitor our ranges for customer feedback and if we find a range isn't delivering enough value to our customers, then we'll make changes to ensure it does. This approach has allowed us to innovate throughout our history and ensures that we continue to provide our customers with the best customer service and healthiest products, enabling them to live healthier lifestyles.



A few of the most notable ranges we've launched over the past decades include:

- In 1986, we were the first retailer to launch our own organic range catering to the fledgling movement

towards healthy, organically-sourced produce

- In the year 2000, we launched our *Be good to yourself* range, offering great tasting products which limit the key nutrients contributing to weight gain, obesity, type 2 diabetes and heart disease. All *Be good to yourself* products fall under two categories: being less than 3% fat or are reduced fat and/or saturated fat (at least 30% less than Sainsbury's standard equivalent)
- We cemented our position as one of the UK's most innovative food retailers with the launch of our *Freefrom* range in 2002. We were the first retailer to offer a range specifically aimed at customers who need to avoid certain allergens in their diet, either for medical or lifestyle reasons, so our customers can enjoy great tasting and nutritious dining experiences
- In 2017 we launched our *Love your veg* range, which aims to promote the benefits of increasing the amount of vegetables in our customers' diets. We've worked hard to ensure that every meal across

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the range contains a minimum of one of the recommended five a day. The red traffic lights are kept to a minimum on these products and they remain some of our tastiest and healthiest options

• In 2018 we launched our new Sainsbury's ***Little Ones*** Range, which ensures that babies and children up to three years are provided with all the nutrients needed for healthy development. The range reassures parents that the nutritional needs of their loved ones are looked after from a young age and these products ensure that children have a carefully controlled portion containing everything they need. We've all heard about the importance of the first 1,000 days in a child's development and this range is specifically designed to assist parents in doing everything they can to ensure their child gets a healthy start to life

Aside from our healthy ranges, we've also worked hard to ensure that our cafés offer a healthy alternative for our families and were delighted that our children's menus have been named the healthiest amongst UK supermarkets in a **study by the Soil Association**.

## **Bespoke product ranges**

We believe that it's vital to know what our customers want and thanks to our Nectar loyalty programme, we have built up reliable insight into their needs and demands so we know our customers better than anyone else.

It's important to our customers that Sainsbury's works alongside trade associations as well as some of the leading names in fields outside of retail. That's why in the past we've partnered with trusted brands such as Coeliac UK or the Vegan Society to demonstrate to our customers that products displaying these logos and labels are market-leading, trustworthy and innovative. In order to enable our customers to live a healthier lifestyle, we will continue to work hard to ensure that we develop these important bonds with all our customers.

This knowledge and understanding of our customers' shopping and eating habits is vital to the development of our product lines and healthy eating ranges. We are continually improving and adding to our ranges to ensure customers enjoy the quality and range they expect from us. With this insight we really can help our customers live well for less.

**Our *Freefrom* range was the first of its kind. Offering a choice for customers who need to avoid certain allergens in their diet, either for medical or lifestyle reasons**