

Living healthier lives



Living healthier lives

Our Commitments

Our customers can trust that they can always choose nutritious and healthy food when they shop with us.

We'll encourage kids to live a healthy, balanced lifestyle.



Living healthier lives

Healthier baskets

Commitment:

Our customers can trust that they can always choose nutritious and healthy food when they shop with us.

What we'll do	How we'll measure it
1. We'll continue to reformulate our own-brand products to reduce salt, sugar, fat and saturated fat.	Measure: Decreased percentage of red MTLs on our own brand products 2015 baseline: 23.1%
2. We'll build on the nutrient profile of our own-brand food.	Measure: Increase in the proportion of products that have an appropriate nutrition claim on pack and that do not have a red MTL for sugar, fat, saturated fat or salt. 2015 baseline: 15%
3. We'll improve the healthy balance of our customers' food baskets.	Measure: An increased percentage of healthier products sold (using existing list of healthier SKUs) 2015 baseline: 41.4%
4. We'll improve access and choice for customers with allergies and intolerances.	Measure: Number of products within the Free From sub brand and Sainsbury's products with a logo free from gluten, milk, nut, wheat, soya and egg and branded Free From products 2015 baseline: 463
5. We will continue to grow our lighter alcohol wine category (under 10.5% ABV).	Measure: Sales volume YOY compared to 2010 volume 2015 baseline: 66% increase in sales since 2010

Living healthier lives

Active Youth

Commitment:

We'll encourage kids to live a healthy, balanced lifestyle.

What we'll do	How we'll measure it
<p>1. We'll continue to develop our Active Kids scheme, investing £200 million in activities for kids of all abilities.</p>	<p>Measure: Total investment and percentage redemption of vouchers against cooking equipment. 2015 baseline: £160 million to date (since inception in 2005), 16.7% redemption against cooking equipment</p>

