

Six priorities in action

Morrisons is becoming more popular and relevant to more people by building a broader, stronger business.



Reducing plastic

While we want our customers to enjoy our food in the best possible condition, we understand that customers are increasingly conscious of the impact plastic is having on the environment. We aim to ensure our packaging is only there to protect, preserve and display the product, and does not present an unnecessary environmental burden.

In recent years, we have made significant reductions in packaging without compromising product quality. Smart packaging, which protects food in transit and extends shelf life, is good for consumers and good for the environment.

We have removed over 60 million plastic straws and all single use 5p carrier bags from sale. We have also introduced a larger paper carrier bag, and we encourage customers to bring their own containers to purchase items from our meat and fish counters. Many of our loose fruit and vegetables are 'naked', which has removed 24 tonnes of plastic wrap in stores. Where bags are needed for loose fruit and vegetables, and in doing so have replaced 148 tonnes of plastic bags with recyclable paper bags.

In addition, some stores are trialling reverse plastic recycling stations where customers can earn 'More' points for recycling their used plastic bottles and cans. We also offer customers the option to refill their water bottles for free in our stores and have installed drinking fountains into our new stores to make this even easier.



Key

These case studies illustrate the progress this year in building a broader, stronger Morrisons and delivering against our six priorities.

- 1 To be more competitive
- 2 To serve customers better
- 3 Find local solutions
- 4 Develop popular and useful services
- 5 To simplify and speed up the organisation
- 6 To make core supermarkets strong again
- CR Corporate Responsibility



'Nutmeg'

Our aim is to make the 'Nutmeg' brand more popular and accessible.

Almost every store offers the 'Nutmeg' brand, and our largest 268 stores have the full clothing range including womenswear, providing affordable fashion and a brand that customers trust.

The 'Nutmeg' brand has also been expanded into nappies, wipes, baby accessories and health and beauty products.





Local solutions

We are becoming renowned for 'local', and customers increasingly regard it as a distinguishing attribute of Morrisons.

There were a further ten regional food maker roadshows around Britain, as we continue to extend our range of local products from growers, farmers, fisherman and other food makers. Many local products are delivered direct to stores rather than through our distribution network, which means that quality products arrive in store faster and more simply.

During the year, we acquired Chippindale Foods Limited which has now been successfully integrated with the rest of our eggs business. We also started to sell local loose eggs, which helps local suppliers get their products to customers, gives customers the opportunity to buy the exact number of eggs they want and helps reduce food waste.



Naturally Wonky

'Naturally Wonky' is our range of around 30 good quality, great value seasonal products with a focus on freshness and flavour.

As a British business with a vertically integrated supply chain, we are able to work closely with farmers and growers to buy whole crops and use our own sorting technology to wash, grade and pack the products into standard, premium and 'Naturally Wonky' packs.

Our 'Naturally Wonky' fruit and vegetables continue to be very popular with customers, and this year we have extended the range to include flowers, avocados and chillies.

'Naturally Wonky' is affordable for customers and reduces the amount of edible food waste sent to landfill. We are committed to reducing food waste and to improving the quality, consistency and price of fresh fruit and vegetables so that more and more customers can afford to enjoy eating well.

Customers tell us they love the range of 'Naturally Wonky' products.



Digital

Being more relevant to more people is about online and digital too.

During the year we launched 'Eat Fresh', our new online nationwide recipe box service, which was developed by a small team of emerging talent from across the business.

Our 'More' card app has been launched, allowing customers to earn points by scanning their phone at the till, and receive vouchers digitally. We also now offer voice activated shopping through Amazon Alexa.

We use cloud based technology to simplify and speed up the links between sites and stores, removing wasted effort and increasing productivity.

Having a strong digital offer is an important part of being a broader, stronger business.

