

Waitrose What was in flavour in 2013?



- Ice cream
- Beef
- Forgotten cuts
- Kale
- Almond milk
- Coconut water
- Bread mix
- Black food-colouring
- Salted caramel
- Sushi
- Sausage rolls
- Craft beer
- Mincemeat
- Watercress
- Edible glitter
- Chardonnay



Christmas

This year, Waitrose will sell...

Festive facts for 2013's Christmas

56%

is the increase in sales of mincemeat as more people make mince pies

23%

of Waitrose shoppers* will try beef for a change this Christmas

25%

will make a special Christmas breakfast* with toast, egg, salmon and pastries



and 17,000
of our customers will buy a pack of ready to roast goose fat potatoes to save time

The true meaning of Christmas
Waitrose customers will help 40,000 people who are isolated or lonely this Christmas to enjoy a festive lunch through the Community Matters green token scheme.



*According to a poll of 2,500 Waitrose shoppers conducted between 22 and 25 November 2013

On the menu for 2014

Go west
Jonathan Moore Waitrose executive chef says: 'In the last decade we looked east to Asia for inspiration. In 2014, however, British foodies will turn their attention westwards, to Peru, Mexico and Brazil - especially as the latter hosts the football World Cup. Unfamiliar fruit, vegetables and spices will come to our attention and ceviche (fish cured with citrus) will become the new sushi.'

A good show
Kathryn Keohane, Waitrose innovations manager predicts: 'Entertaining will be synonymous with theatre and fun. Marshmallows and candyfloss will feature on menus and foodies will seek out the next generation fondue.'

Say cheese
Gordon McDermott (below), course manager at Waitrose Cookery School, suggests 'Home baking will be bigger than ever in 2014, but as well as bread and cakes, food-lovers will master the comparatively unknown skill of cheese making. Along with our own bread and chutney we'll be proud to serve up a wedge of home-made halloumi or feta.'

Butter me up
James Bennington Waitrose development chef believes: 'After a decade in the doldrums, butter and savoury spreads will be back on the menu in 2014 - but with a twist. We'll use small quantities of flavoured butters on our bread, enriched with ingredients such as chicken livers.'

Give way to grazing
Maira Howie Waitrose nutrition manager says: 'The idea of three square meals a day will give way to little-and-often grazing. Consumers will monitor their own calorie intake and energy use through technology and specially designed apps. With an ageing population, smaller portions of nutrient-rich foods will be popular.'



For further information please contact the Waitrose press office on 01344 825080 or at eating@waitrose.co.uk

Waitrose

What we ate in 2013





The story of the Best of British British produce was the star of Waitrose's 'The Story of...' 2013 advertising campaign.

Sales of apples increased by **12.1%** during the year
Sales of watercress rose **26%**
Sales of strawberries were up **8.3%**

Provenance

Homespun authenticity
Sales of premium artisan products were up **16%** in 2013.

Thinking local
Waitrose stocked in excess of **2,500 lines** sourced from more than **600 local producers.**

Heather Jenkins, Waitrose agriculture director, says: *'What we ate in 2013 was shaped by a clear focus on provenance. As the spotlight shone on the relationship between supplier and retailer, the public wanted to know more about where their food comes from.'*

Waitrose's dedicated supplier of all fresh and frozen beef products, Dovecote Park, sold 230,000 kilos of roasting joints, 1.5 million quarter pounders and 290,000 counter burgers

Waitrose Beef

What's the beef?
Waitrose's growth in organic meat beat the market by 17 percentage points in 2013.

Duchy Originals from Waitrose beef sales were up **52%** and Hereford beef sales more than doubled.

Moira Howie, Waitrose nutrition manager, says: *'Shoppers embraced the health benefits of controlling portion sizes while also wasting less food. 5:2 was the diet of the year and shoppers snapped up coconuts and dairy alternatives.'*

Health

Sizing it up
The best-selling utensils in the LOVE Life Prep and Portion range were:
• The citrus juicer
• Cheese grater pot with portion control
• Cereal portion scoop

Alternative milks



Sales of Blue Diamond Almond Milk soared **399%**

Alpro Hazelnut Milk sales rose **62%**

Nuts for coconuts

Sales of coconut oil grew by **175%**

Coconut water sales were up **165%**

Searches on **waitrose.com** for coconut recipes increased by **164%**

5:2
Sales of LOVE Life You Count diet prepared meals rose **22%**

Convenience

Yseult Caroff-Richeux, Waitrose buying manager, says: *'Sales of easy to prepare meals and snacks for on-the-go soared. Shoppers ate 'al desko' but fruit was the breakfast snack of choice and sushi and salads knocked the carb-laden sandwich into touch.'*



Sushi up **25%**

Convenience is king
Sales of the Good To Go range were up **17%**
fruit snacks up **42%**
and salads up **43%**

Sales of easy to make midweek meals rose on **waitrose.com** with stir-fry up **67%** and ready to cook meals up **71%**

The top three shopper requests on waitrose.com were:
1. Green bananas
2. Long date life on milk
3. Extra thick or thin slices of ham

A thing for gin
Sales of gin increased by **12%** with premium gins driving growth.



Cocktail sales fizzed thanks to the influence of the Hollywood blockbuster, The Great Gatsby.

Drink

Keeping up with the Bridget Joneses
Sales of Bridget Jones's tipples of choice, Chardonnay, were up **16%**

Pierpaolo Petrassi MW, Waitrose head of wines, beers and spirits, says: *'Bridget Jones chose well in Chardonnay - it's a grape which makes quality wines in several styles. Craft beers and regional beers and ales were also top of the hops.'*

UK craft brewers Brew Dog and Innis & Gunn saw sales rise by **50%**

Sales of regional beers and ales were up **24%**

Bread mix sales increased by **40%**
Strong flour sales jumped **14%**
Yeast sales rose **43%**

Waitrose

Home baking

Tim Shaw, Waitrose home baking buyer, says: *'2013 was the year of home baked comforts - from bread-making to cake-baking - as Mary Berry and Paul Hollywood continued to inspire the nation.'*

Egg sales rose by **9.3%**
Brown sugar sales were up **21%**

The most popular food colouring was red with black in second place as the popularity of Halloween grew.

The most popular cake decorations were edible glitter and marshmallows.



Hot spots

Sales soared during the heatwave in July and August:

barbecue meats were up **169%**
ice cream shot up **300%**

sales of Pimm's were double that of the previous summer.

Middle East was the favoured feast

Sales of preserved lemons were up **158%**

Harissa sales up **41%**
Tahini sales rose **20%**
Halloumi up by **32%**

Mark Williamson, Waitrose commercial director, says: *'As the mercury rose and we celebrated a summer of sporting success, we dusted off our barbecues to enjoy slow-cooked meats and filled our freezers with cooling drinks.'*



Value added

Catherine Gates, Waitrose product developer, says: *'Ingredients including bone marrow, pig's cheeks and traditionally smoked haddock were anything but overlooked in 2013 thanks to their amazing value and flavour.'*

Fish is not just for Friday

Lobster tails were up **111%**
Shellfish platters were up **300%**

All hail the kale
Sales of kale increased **18%**

'Kale became a weekly staple, packed full of vitamins and iron.'

Since they launched in October, **25 tonnes** of bone marrow and the equivalent of **7,100 pig's cheeks** have been sold. Sales of Grimsby traditionally smoked haddock were up **18%**.

Sales of whole salmon were up **25%**



Ones to watch

- The most viewed recipe on Waitrose's YouTube channel was Heston Blumenthal's beautifully scrambled eggs.
- The most downloaded recipe on **waitrose.com** was for roast pork and apple sauce.
- The Hairy Bikers' recipe books had the highest combined book sales.
- The best-selling Heston from Waitrose product was Lapsang Souchong Tea Smoked Salmon.

Inspiration

What we ate around the world

- Waitrose exported food to 50 regions, 10 more than in 2012.
- New places included Turks & Caicos, Chile and Malta - Waitrose even served croque-monsieur to the French as part of providing on board snacks for Eurostar.



Roll up, roll up

67% of Waitrose Weekend readers said the humble sausage roll was their favourite celebration food.



Waitrose weekend

David Roshier, editor of Waitrose Weekend, comments: *'When it comes to buffets everybody loves the good old-fashioned sausage roll - it's the ultimate finger food.'*

Sweet treats

Tracey Anderson, Waitrose product developer, says: *'The cupcake was the pick-me-up treat, while grown-up takes on childhood classics met the nostalgia trend. Unlikely combinations saw the creation of the yumdough and salted caramel flavours.'*

Salty and sweet

Sales of Heston from Waitrose Salted Caramel Popcorn Ice Cream rose **137%**



Foodie hybrids

The best-selling flavour yumdough - a cross between a yum yum and a doughnut - was the butterscotch.

Mad for macaroons

More than 1,100 customers applied for macaroon making courses at Waitrose Cookery School - it was the most over-subscribed course of 2013.



The quick pick-me-up treat

Sales of cupcakes and fairy cakes were up **29%**