The Universal Bag by Anya Hindmarch Q&A

What is the Universal Bag?

• The Waitrose Universal Bag is a new sustainable and reusable bag created by fashion designer Anya Hindmarch.

How much does it cost?

• £10 per bag

Can I buy as many as I want?

 The bags are in extremely high demand so for fairness, we are limiting them to two per customer. Thank you for your understanding.

What are its benefits?

- The Universal Bag is made from 100% recycled materials, designed to save plastic from landfill
- It has a unique system to enable easy local 100% recyclability for free. You simply put it in your nearest postbox without any further packaging required
- Is guaranteed for 10 years, so it costs £1 a year to transport your shopping
- It is designed to be desirable to inspire greater reuse

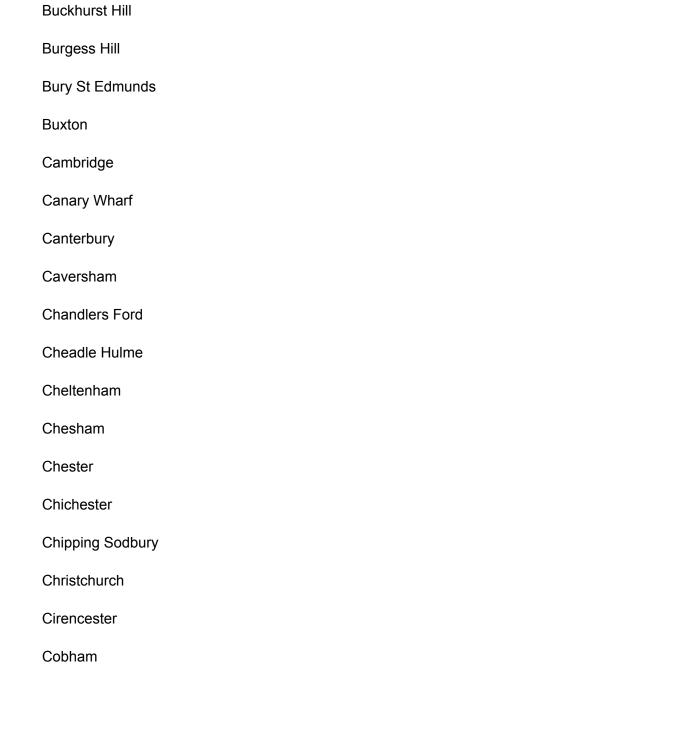
Why is Waitrose stocking this bag?

- We have recently moved away from our 10p bags for life as research showed they were increasingly becoming a single use item. We have instead moved our bag offering to a reusable model to ensure they have a longer lifespan.
- Anya Hindmarch's Universal bag is therefore a perfect addition to the collection. It is also a
 wonderful example of circularity at work finding an innovative way to take plastic waste and
 turn it into something that's not only extremely durable, but fashionable too.
- Circularity in particular is something we champion and aspire to create as a business
 and we know our customers won't mind being on trend while they do it either, so we
 were thrilled to have the opportunity to be an early adopter of this fabulous bag.

What shops is it available at?

Stirling
Abergavenny
Abingdon
Alton

Altrincham
Ampthill
Ashford
Aylesbury
Bagshot
Balham
Banbury
Banstead
Barbican
Barnet
BASINGSTOKE
Bath
BATTERSEA NINE ELMS
Bayswater
Beaconsfield
Beckenham
Bedford
Berkhamsted
Biggin Hill
Billericay
Bishop's Stortford



Bracknell

Brighton

Brent Cross

Bromley South

Crewkerne
Crowborough
Daventry
Dorking
Droitwich
East Cowes
East Grinstead
East Sheen
Eastbourne
Edgware Road
Egham
Enfield
Esher
Evesham
Exeter
Farnham
Finchley
Fleet
Formby
Frimley
Fulham

Colchester



Keynsham
Kings Cross
Kingsthorpe
Kingston
Lewes
Lichfield
Lincoln
Locks Heath
Lymington New
Maidenhead
Malmesbury
Market Harborough
Marlborough
Meanwood
Mill Hill
Monmouth
Nailsea
Newark
Newbury
Newmarket
Newport

Kenilworth

Northwich
Norwich
Oakgrove
Okehampton
Otley
Oundle
Oxford Botley Road
Paddock Wood
Parkstone
Peterborough
Petersfield
Pontprennau
Portishead
Poynton
Putney
Reading
Richmond
Rickmansworth
Ringwood
Romsey
Ruislip

North Walsham



Sunningdale
Surbiton
Swaffham
Swindon
Thame
Thatcham
Tonbridge
Towcester
Truro
Twickenham
Twyford
UTTOXETER
Wallingford
Walton-le-Dale
Walton-le-Dale Wandsworth
Wandsworth
Wandsworth Warminster
Wandsworth Warminster Wells
Wandsworth Warminster Wells Welwyn Garden City
Wandsworth Warminster Wells Welwyn Garden City West Byfleet

Sudbury

Willerby
Wilmslow
Wimbledon
Wimborne
Winchester
Windsor New
Witney
Wokingham
Woodley
Wootton
Worcester
Worcester Park
Worthing
Wymondham
York

Weston Super Mare

Whetstone