

## **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

Bloomsbury

Bracknell

Brent Cross

Brighton

Bromley South

Buckhurst Hill

Burgess Hill

Bury St Edmunds

Buxton

Cambridge

Canary Wharf

Canterbury

Caversham

Chandlers Ford

Cheadle Hulme

Cheltenham

Chesham

Chester

Chichester

Chipping Sodbury

Christchurch

Cirencester

Cobham

Colchester

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

Gillingham

Godalming

Goldsworth Park

Great Malvern

Greenwich

Guildford

Hailsham

Hall Green

Harborne

Harrogate

Haywards Heath

Henley

Hereford

Hexham

High Wycombe

Hitchin

Holloway Road

Horley

Hove

Hythe

Ipswich

John Barnes

Kenilworth

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

North Walsham

Northwich

Norwich

Oakgrove

Okehampton

Otley

Oundle

Oxford Botley Road

Paddock Wood

Parkstone

Peterborough

Petersfield

Pontprennau

Portishead

Poynton

Putney

Reading

Richmond

Rickmansworth

Ringwood

Romsey

Ruislip

Rushden

Rustington

Saffron Walden

Salisbury

Saltash

Sandbach

Sanderstead

Sevenoaks

Sheffield

Sidmouth

Solihull

South Harrow

South Woodford

Southampton New

Southend

St Albans

St Ives

St Katharine Docks

Stamford

Stratford City

Stratford Upon Avon

Stroud

Sudbury

Sunningdale

Surbiton

Swaffham

Swindon

Thame

Thatcham

Tonbridge

Towcester

Truro

Twickenham

Twyford

UTTOXETER

Wallingford

Walton-le-Dale

Wandsworth

Warminster

Wells

Welwyn Garden City

West Byfleet

West Ealing

Westfield London

Weston Super Mare

Whetstone

Willerby

Wilmslow

Wimbledon

Wimborne

Winchester

Windsor New

Witney

Wokingham

Woodley

Wootton

Worcester

Worcester Park

Worthing

Wyndham

York