

## **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.

### **When will it be on sale?**

- It will be on sale in select stores from 23rd March, please see below list.

### **Will it be available online?**

- Limited stock will be available on Waitrose.com later in spring.

### **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.

### **Will more stock be available in the future?**

- Yes we will be selling further stock later in spring

### **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?** Please check with local branch Partners for stock availability.

- 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
- Gloucester Road
- 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
- Stirling
- St Ives
- St Katharine Docks
- Stamford
- Stratford City
- Stratford Upon Avon
- Stroud
- Sudbury
- 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
- Wymondham
- York