



NUTRITION, HEALTH & WELLBEING

As trusted experts in nutrition, health and wellbeing, we recognise the important role we can play to help our customers, Partners and the communities in which we operate lead healthier, happier lives.



The demands on our time and the impact of our lifestyles are leading to an increase in societal health challenges including rising rates of obesity and mental health issues. We have a responsibility to support the health and wellbeing of our customers and Partners, whether that's by improving the nutritional value of the food we sell, enabling customers to make healthier choices, or providing tools and resources to support positive wellbeing.

The pandemic heightened the importance of the role nutrition, health and wellbeing played in people's lives throughout 2020. We made it easier for our customers to eat healthily by offering nutritionally balanced, essential food boxes during the first lockdown and providing inspiration and ideas through Waitrose Weekend and Health magazines, and Good Health recipes. These all helped bring healthy eating to life for customers and our Partners.

IN 2020/21 WE FOCUSED ON:

Improving the nutritional profile of Waitrose own-brand products.

Helping customers and our Partners to remain fit and healthy throughout the pandemic.

Educating families, including children, on healthy eating.

Creating our Nutrition, Health & Wellbeing strategy for the next five years.

SUPPORTING VULNERABLE CUSTOMERS DURING THE COVID-19 PANDEMIC

- Waitrose curated a range of nutritionally balanced essential food boxes which supported vulnerable customers during the first Covid-19 lockdown. We achieved this via:
 - 2,776 essential food boxes, fulfilled and sold by 13 Waitrose branches to support vulnerable customers in the local community. Standard, vegan and gluten-free box options were available. Each included five healthy recipe cards and a mixture of fresh and ambient products curated to provide the nutritional balance required for two people for one week.
 - 1,300 essential food boxes were sold and delivered to vulnerable customers via John Lewis online. Each box consisted of a variety of non-perishable, ambient staple Waitrose ingredients to form the basis of nutritionally balanced meals for one person for one week.



Getting this delivered to my local Waitrose was a real lifeline with some brilliantly diverse ingredients that brought much needed variance into my meals!"

WAITROSE CUSTOMER



SUPPORTING VULNERABLE FAMILIES WITH NUTRITIOUS RECIPE BOXES

Waitrose worked in collaboration with the North West Leicestershire local authority and the social enterprise Venner, to create nutritious plant-based recipe boxes and supply them to ten vulnerable, food insecure families local to the Waitrose Lutterworth branch during the pandemic.

Over a six-week period, each family received a total of two recipe boxes consisting of enough Waitrose products to provide a family of up to six with nutritious meals and snacks for a week. A recipe booklet included a week's worth of recipes and fun cooking tips, and advice on how to involve the whole family with the aim to support cooking and meal preparation skills and healthy eating.

All families said they benefited from this initiative, eating more healthily and learning new cooking skills. Building on this success, we will continue to explore ways in which we can support vulnerable families with access to the food and cooking skills necessary to create simple, nutritious family meals.



I am delighted that Venner has chosen my constituency to launch its award-winning Finnish social impact enterprise in the United Kingdom. There is no doubt in my mind that Venner's innovative healthy eating, nutrition and wellness education model will be highly successful here. British society needs this now more than ever and the many benefits to my constituents and families across the UK are very welcome."

ANDREW BRIDGEN,
Member of Parliament (MP)
North West Leicestershire

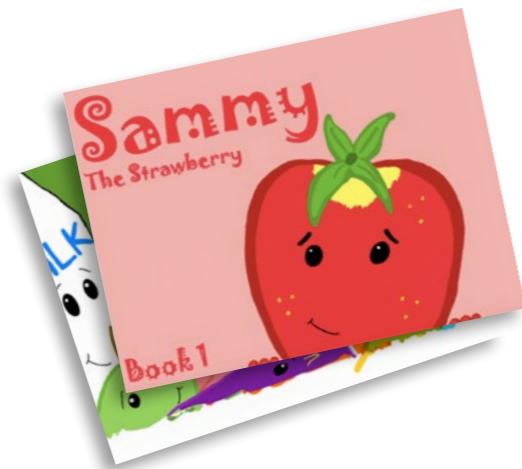
HEALTH & NUTRITION PROGRESS

- In 2016 we set a number of targets to help achieve a 10% reduction in saturates, calories and sugar across our own-brand products (in line with Public Health England reformulation programmes). In 2020 we met 70% of all targets set and continue to make significant progress towards those not yet met.
- In 2018 Waitrose became a signatory of the Food Foundation's Veg Pledge via their Peas Please Initiative. We made pledges to increase the numbers of Waitrose own-brand products and recipes that include at least one of 'your five a day' and to explore new ways to promote, inspire and inform our customers about the importance of increasing the quantities of vegetables in their diet. In 2020 we were rated 'yellow' for our progress with all 2018 commitments met. We are now finalising the next set of commitments for our 2021 pledge.
- In 2020, The John Lewis Partnership proudly joined Marcus Rashford's Child Food Poverty Task Force, a coalition of brands working together to help end child food poverty. Through the awareness raised by the campaign, in February 2021 Waitrose committed to topping-up the value of the government's Healthy Start Vouchers for at least three months. Customers can present their voucher at a Waitrose checkout, where the supermarket will increase its value from £4.25 to £5.75.
- In January 2021 Waitrose launched the Holistic Living range which brings together a number of different health-focused products enabling a more balanced lifestyle:
 - The new Waitrose Gut Health range was the UK's first own-label range to have a certified gut health claim, proven to help maintain a healthy and balanced digestive system.

- Waitrose Thrive is a range of products that have been created to fit into daily routines and help maintain a balanced lifestyle. Focusing on fresh ingredients which are packed full of flavour, the new Thrive range is a mix of meals which have been designed to be the perfect portion size and offer a quick and healthy lunch or dinner.
- Waitrose came top in Feedback's Meat Us Halfway scorecard. The scorecard assesses how UK supermarkets are supporting a shift to healthy, low meat diets. Waitrose was praised for having its own product developer dedicated to creating vegetarian and vegan products, a wide range of vegetarian ready meals, sandwiches and salads, and for working closely with its livestock suppliers to increase standards in animal feed and reduce emissions.

EDUCATION

- Waitrose supported the development of a six-part series of children's books about healthy eating for a new online library called The Social Book Club, which launched in October 2020. The six books take primary aged readers on a journey through a supermarket to teach them about healthy food choices. The Waitrose team provided expert advice for the books based on the UK Government's Eatwell Guide recommendations.



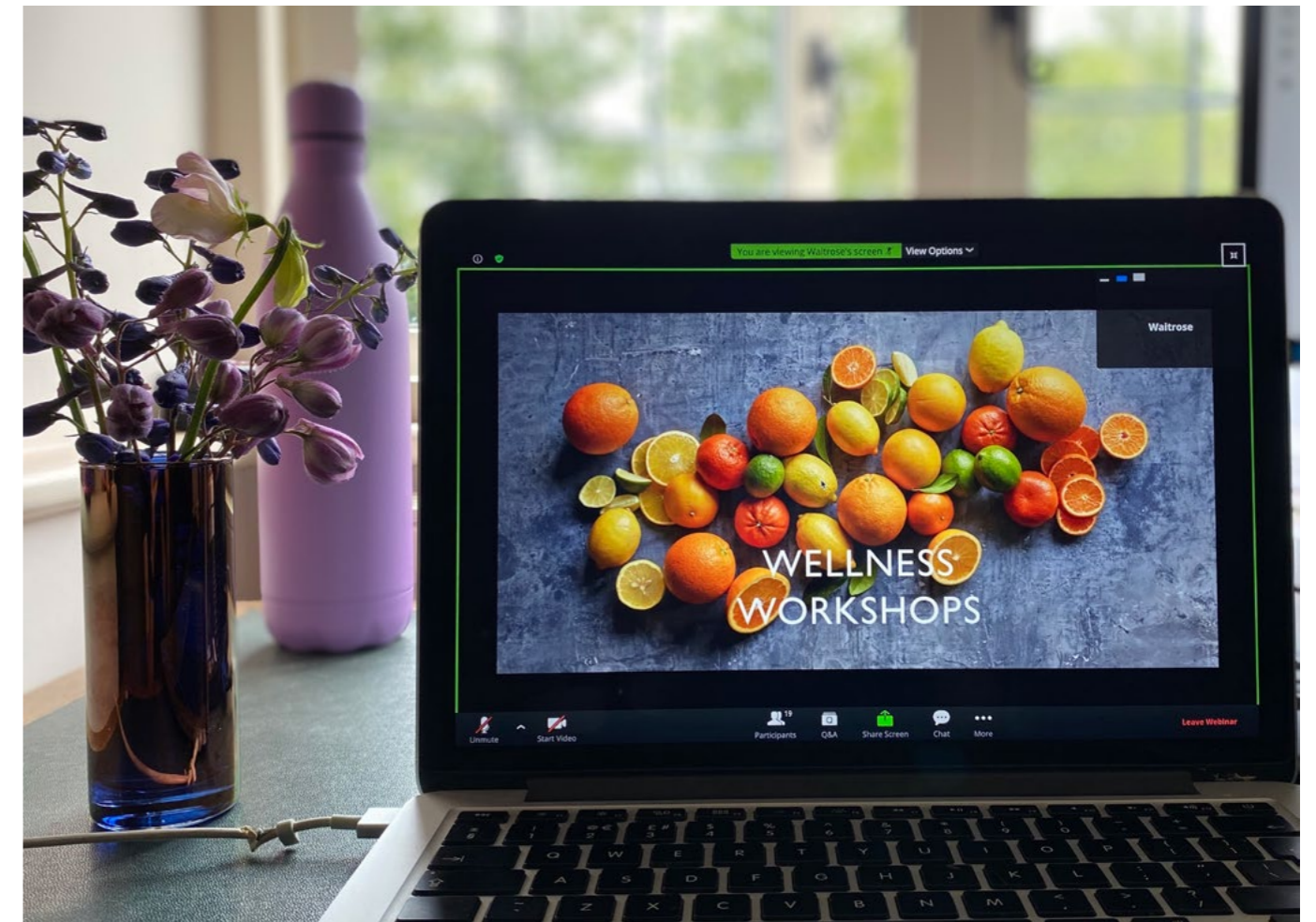
- Working with Alpro and the British Dietetic Association's Let's Get Cooking team, a series of six cooking demonstrations were created, along with a livestream, all filmed at Waitrose King's Cross Cookery School. These aimed to reduce the knowledge gap and inspire charity cooks on how to cook with a variety of Alpro products, and other surplus ingredients. The demonstrations are live on FareShare's website and are available to a network of almost 11,000 frontline charities and community groups.
- We now have 152 Healthy Eating Specialists available to support healthier customer choices in Waitrose branches, Cookery Schools and Partner dining rooms, some of whom signed up to participate in British Nutrition Foundation's Healthy Eating Week in September 2020. A combined total of 95 branches and Head Office departments took part in the week's events, which aimed to bring the UK together to focus on some key health messages and to promote healthy habits.



PROGRESS IN SUPPORTING PARTNERS' AND CUSTOMERS' WELLBEING

- Together with the Partnership Health GP and Wellbeing Clinical Lead, in March 2020 we held a series of menopause sessions within the Partnership Head Offices to encourage Partners to ask questions and gain much needed support when undergoing menopause. On World Menopause Day we provided a variety of educational tools for Partners, including a series of carefully curated video recordings encompassing the topics of wellbeing, health and nutrition, an 'In conversation' (Q&A) session for Partners and a leaflet offering information on ways to help alleviate the symptoms associated with menopause.
- The Partnership, alongside Validity health insurance, offered a weekly series of virtual Wellbeing Wednesday webinars. Each Wednesday in June the team hosted different information

- sessions, alongside a customer Q&A, covering the fundamentals of healthy eating, feeding the family well, nutrition for immunity and, lastly, diet and lifestyle for sleep.
- In June the Partnership launched a 12-week EatWell FeelWell communications programme together with the Partnership's Wellbeing Clinical Lead, which continues to be accessible to over 80,000 Partners to help them to eat well, feel well and move more throughout the Covid-19 pandemic. The carefully curated programme offered evidence-based talks, articles, trackers and handouts, alongside supporting links to further information. The activity associated with this initiative engaged 36 teams across the Partnership who accrued over 66 million steps, over 11 million cycled miles and over 11 million minutes spent doing other activities including swimming, yoga and pilates.



LOOKING FORWARD

We will continue to improve the nutritional profile of the products we sell, and explore ways to drive healthier choices, both online and in-store, by increasing access to appropriate recipes and providing a better balance of food options on promotion. We will inspire and incentivise our customers to choose a healthier, more sustainable diet via our publication platforms and our dedicated and growing team of Healthy Eating Specialists. We will continue

to work with government, NGOs, local health groups and organisations in the communities in which we operate, to identify and support initiatives to improve nutrition security including education and access to nutritious foods.