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.”

On the menu for 2014

**Christmas This year, Waitrose will sell...**

- 6.6m teaspoons of cranberry sauce
- 5m slices of smoked salmon
- 1m roast beef dinners
- 4m+ frozen prawns (that’s two per second)
- 3m glasses of Champagne
- 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.

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

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**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

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**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

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**What we ate in 2013**

- 3m glasses of Champagne
- 6.6m teaspoons of cranberry sauce
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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%.

Waitrose’s dedicated supplier of all fresh and frozen beef products, Dovecot Park sold 230,000 kilos of roasting joints.

1.5 million quarter pounders and 290,000 counter burgers.

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British produce was the star of ‘Best of British’. Waitrose exported food to 50 countries, 10 more than in 2012.

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

Sales of Heston product, Waitrose Salted Caramel, were up 116%.

Sales of Waitrose Cookery School saved 150,000 tonnes of CO2.

Heather Jenkins, Waitrose agriculture director, says: ‘What we ate in 2013 was provenance. As the spotlight shines on the relationship between supplier and retailer, the public want to know more about where their food comes from.’

The best-selling flavour

Nuts for coconuts

Alternative milks

Sales of coconut oil grew by 22%.

Sales of coconut water sales were up 22%.

Sales of coconut oil grew by 175%.

Sales of coconut water sales were up 165%.

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

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

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

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 shines on the relationship between supplier and retailer, the public want to know more about where their food comes from.’

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

Waitrose’s 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.’

Provenance

Waiting for coconuts and dairy

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