Case study: successfully communicating and motivating healthy food choice through packaging

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It's the Waitrose way

Living well
The Waitrose way

We're making good food even better

We're helping you make healthy choices

Waitrose
LOVE life is our delicious and nutritionally balanced range of products
Front of Pack messaging

- rich in vitamins**
- rich in fibre
- rich in minerals*
- 1 of your 5 a day
- low in saturated fat
- low in fat
- rich in omega 3
- source of fibre
- source of minerals*
- reduced fat
- fat free
Traffic lights ‘at a glance’
• New hybrid format
• Minimum font size
• Consistent format
• RI instead of GDA
Who do we trust?

<table>
<thead>
<tr>
<th>Sources of information on healthy eating</th>
<th>% respondents</th>
<th>Providers of information on healthy eating</th>
<th>% respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Any TV</td>
<td>49</td>
<td>Government</td>
<td>42</td>
</tr>
<tr>
<td>Newspapers</td>
<td>26</td>
<td>Supermarkets</td>
<td>36</td>
</tr>
<tr>
<td>Any leaflets</td>
<td>24</td>
<td>Food Manufacturers</td>
<td>23</td>
</tr>
<tr>
<td>Magazines</td>
<td>23</td>
<td>Department of Health</td>
<td>22</td>
</tr>
<tr>
<td>Friends and Family</td>
<td>20</td>
<td>Dietitians/Nutritionists</td>
<td>18</td>
</tr>
<tr>
<td>None</td>
<td>49</td>
<td>The Media</td>
<td>13</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Consumer Groups</td>
<td>9</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Local Council</td>
<td>9</td>
</tr>
</tbody>
</table>
Because we sell food....

It is our responsibility to make sure that our products, labels and all forms of communication comply with all relevant legislation.

Of particular relevance to healthy eating -

Europe-wide regulation to protect the use of nutrition and health claims.
**Super foodie trends**

**KALE CRISPS OR JUICE, ANYONE?**

Salt and Pepper Kale Crisps, £2 per 25g pack, Marks & Spencer COATED in cashew butter, these are crunchy, peppery and healthy — making perhaps the perfect snack.

Apple, Kale and Lime Juice, £1.85 for 750ml, Waitrose

HERE’S one that clean-living actress Gwyneth Paltrow would love. It’s sweet from the apples, zingy from the lime and has a leafy freshness thanks to the kale.

Soupologie Super Soup Spinach and Kale with Garlic, 600g/£2.99, or two for £5 until Nov 4, Ocado

THICK, dark green super-soup that makes a perfect autumnal supper.

Higgidy Curly Kale, Broccoli & Stilton Quiche, £4.19, Waitrose

WITH a buttery pastry case, bechamel sauce, cream and loads of cheddar, this take on kale might not be so healthy...but it’s darned good.

Good To Go Wheatberry, Kale & Feta Salad, £2.95, Waitrose

With quinoa, wheat berries, feta and kale, your desk lunch is suddenly more interesting.

Sacla Kale and Smoked Ricotta Pesto, £2.30/190g, Waitrose, Morrisons, Tesco, Co-op and Sainsbury’s

ADD to pasta or veg soup, or use as a marinade for meat or fish. Delicious.
Customers are seeking simple healthy shortcuts
Why is it so hard to eat healthily?

The main barriers are...

• **Negative associations**, e.g. forbidden foods and strict regimes

• **Contradictory and confusing messages** in the media and on food labels

• **Poor availability** of appetising, fresh produce

• **A lack of cooking skills**, particularly among younger consumers

• Perceived as being **costly and time-consuming**
Waitrose Cottage Cheese

Exactly the same product – change in ‘perceived’ taste?
Apple, pineapple & kiwi Smoothie
With added vitamins B6 and B12 to help reduce the feeling of tiredness and fatigue.

Red berries Smoothie
With added multi vitamins and iron to help keep your immune system healthy.

Guava, mango & goji Smoothie
With added vitamins A and B3 which are important for healthy skin.
Seeing is believing
Health - Not everyone wants the same thing

- Food to help them feel good
  - Healthy skin, more energy, less infections
- Food for a special dietary need
  - Either real or perceived/self diagnosed
- Food to lose weight
- Food to maintain weight
- Food for a particular life stage
  - older age, pregnancy

How can we make healthy eating more interesting and individual?
Store of the future: According to the IGD, connectivity, customer empowerment, multichannel, customisation & sustainability are the key themes influencing store design of the future

- Connectivity – the smartphone will become the ‘remote control’ for consumption
- Empowerment – Information, and the way it is used and communicated will become critical
- Multi-channel – Food and drink retailing will become even more multi-channel -The role of the physical store changing
- Customisation – demand for personal approaches will increase as empowerment accelerates
- Sustainability – Ethical shoppers will want even higher standards. Traceability will gain momentum
Thank you!

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