

Supporting Customers to make Healthier Choices.

Judith Robinson,
Head of Health -Tesco

Tesco at a glance.



440,000
colleagues around the
world

6,809
stores
3,400 in the UK

8 countries
2 JVs

300,000
UK colleagues

>£50bn
sales

80m
shopping trips
per week

Little Helps Plan.

Every little help
makes a big difference.



Foundations:

Climate change | Cyber security
Governance and ethics | Health and safety | Product safety

Our 30 year journey on health.



1984
First health range



1989
First Charity Partnership



2001
Race for Life



2005
Guideline Daily Amounts



2012
Reformulation



1994, 2015
Sweets off checkouts



2016
Free Fruit for Kids

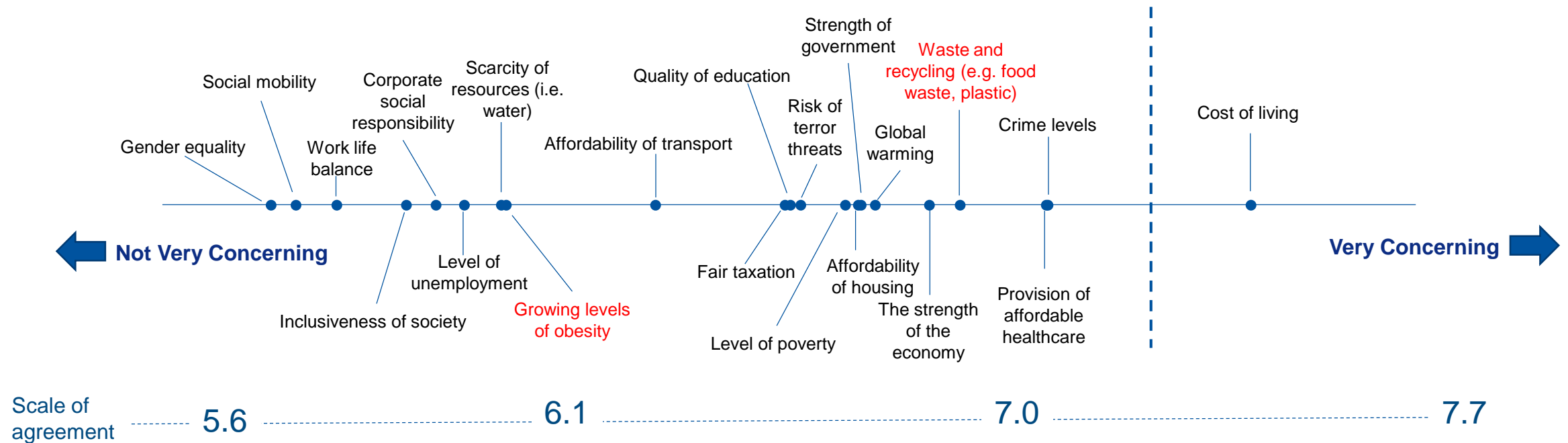


2018
National Charity Partnership



Understanding
our customers.

British Consumers worry above all about Cost of Living.



Healthy eating is universally accepted as important.

81%

agree 'eating healthily' is just common sense

79%

agree 'healthy eating is important'

68%

think they should be eating more healthily *

Source:

*2012 figure - Kantar Worldpanel 2015

When shopping for food we face barriers to making healthier choices.



"I'm not willing to compromise on taste or risk disappointment"



"Trying to eat more healthily is expensive & they're never on deal"



"I don't know which ones are really healthier"

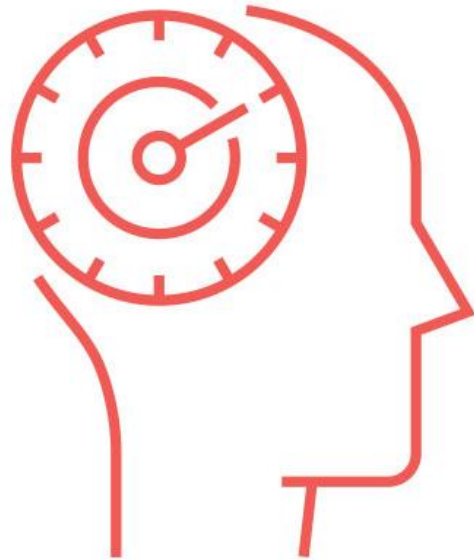


"I don't know where to find the healthier ones, I never seem to see them"



"I'm so busy, I just grab the same things as always to make it easy"

Food Shopping is a system 1 activity.



SYSTEM 1
Fast Thinking



30 items from a choice of 40,000



£22 in 29 minutes



69% items the same as the last basket

Our job is to make the healthier choice the easier choice.

“Healthier” is a relative term for consumers

“Less Of”



“More Of”



PROTEIN

“Purposeful”



vegan

Nutritional Value measured by Nutritional Profile Model

A Points

Energy KJ

Sat Fat

Sugar

Sodium

minus

C Points

Fruit/ Veg

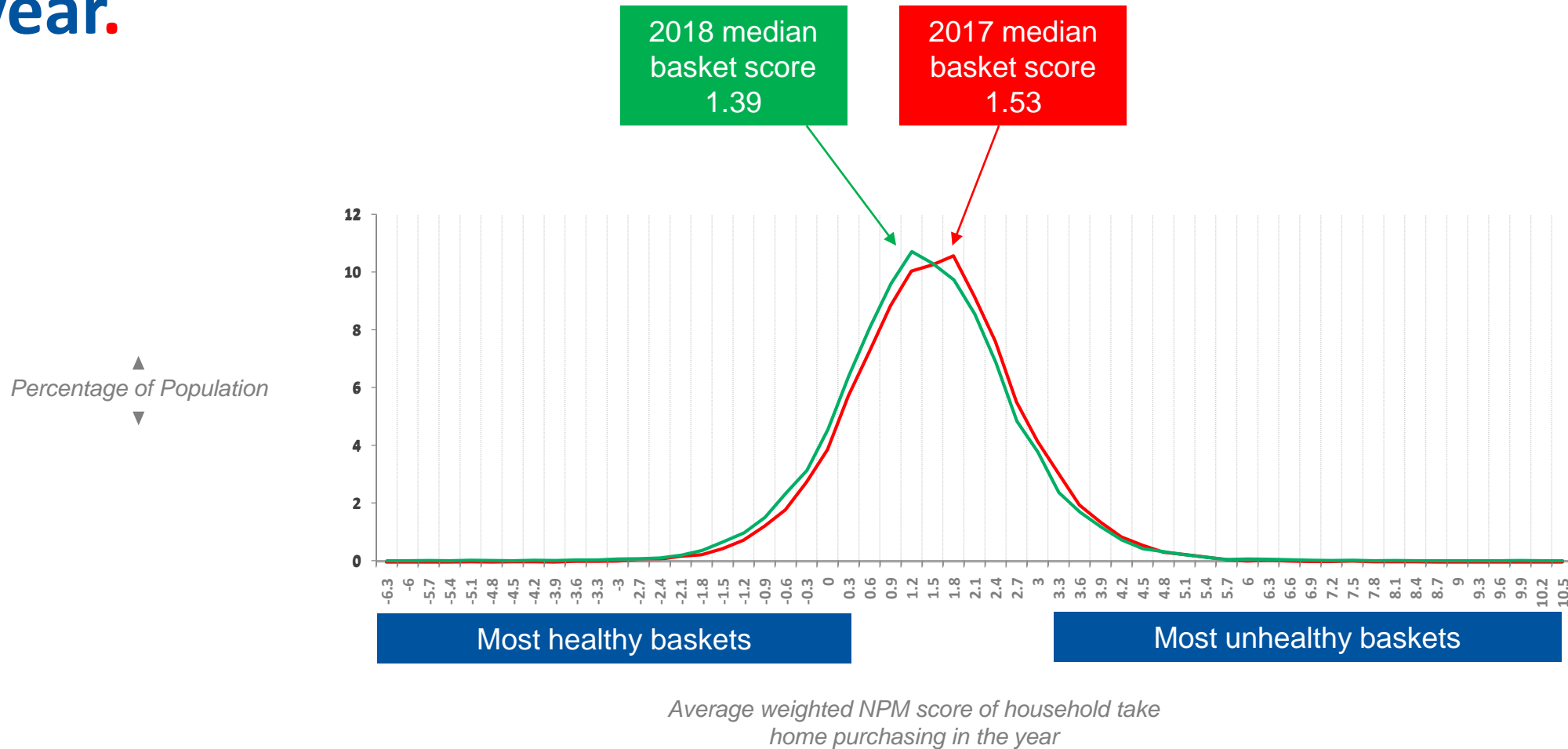
Protein

Fibre

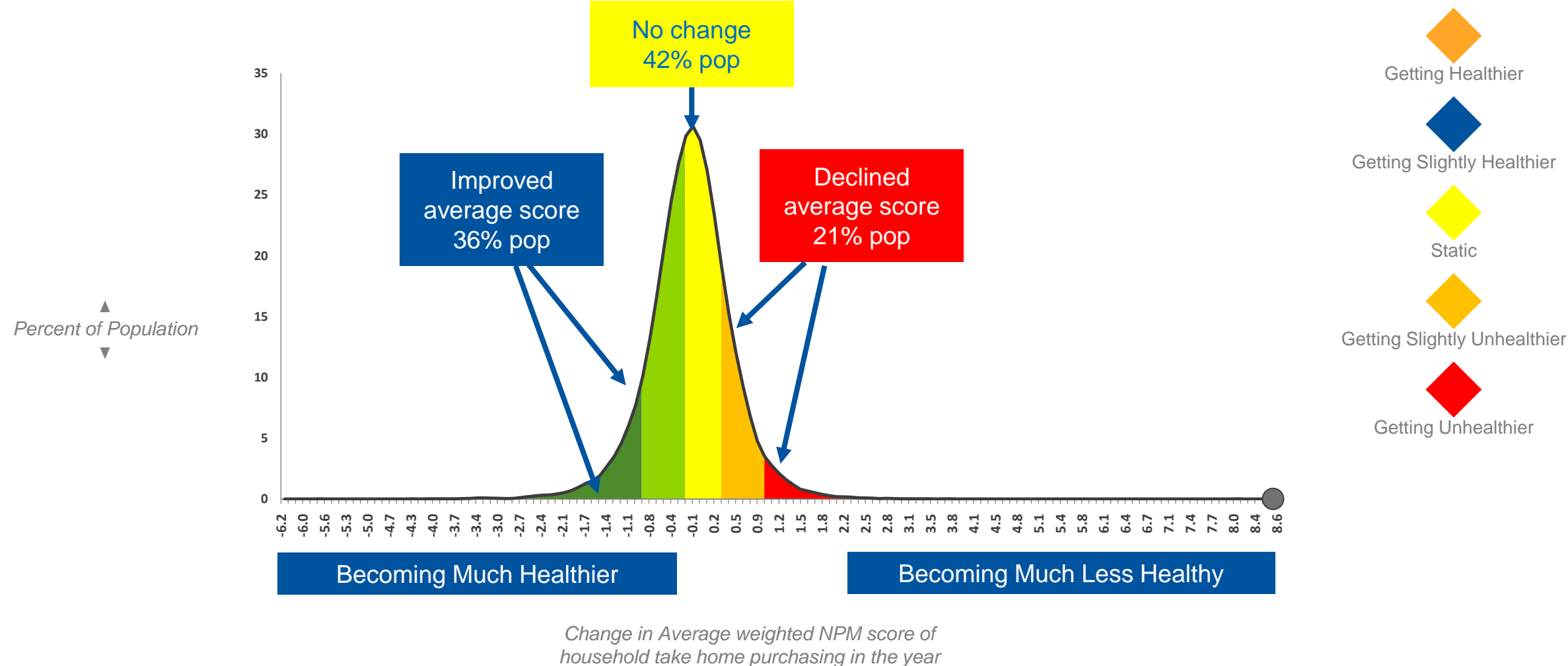
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NPM Score

A wide spread of scores, with an overall improvement this year.



The net result of millions of different changes.



Source Pepsico March 2019: Kantar Worldpanel Study: Total FMCG 2018 vs 2017

What makes baskets healthier?

1 Shifting **basket mix** towards healthier categories

More low scoring (healthier) categories



Fewer high scoring (less healthy) categories



2 Choosing **healthier items** within the same categories



9



2



14



1

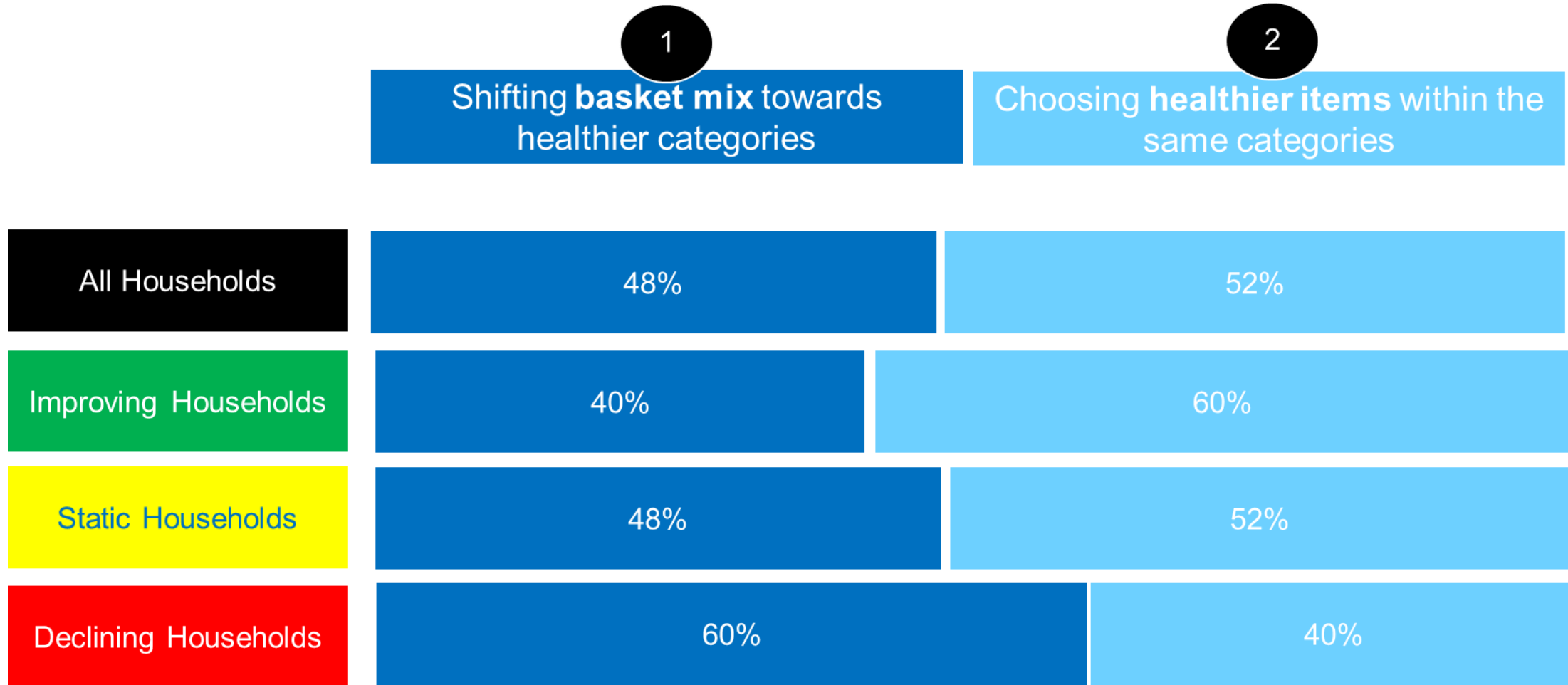


15



2

“Little Swaps” to healthier choices accounts for 60% of the improvement in better baskets





Making healthier
choices easier.

Making healthier choices easier.

At Tesco, our approach is to be led by Customer insight and data leading to interventions that have impact.



Reformulation



Nudging to healthier choices



Communications: Know-How & Inspiration

Reformulation and Portion Control.

To make own brand food and drink recipes healthier provided there is no impact to taste or quality

2008



2018



The 2018 product has:

- 30% less calories
- 34% less fat
- 20% less saturated fat
- 43% less salt
- 41% less sugar
- 100g portion size reduction

Holistic approach across nutrients. Programme is targeted for Impact.

Nudging to Healthier Choices.

Increasing consumption of fruit and vegetables and removing barriers to healthy eating



New veg-first
Tesco baby range

No added sugar or salt



Helpful Little Swaps
cost **12% less** than a standard basket.
Sales of comparable products increased by **17%** vs Sept 2017

Positive enhancements
to recipes

Helpful Little Swaps

Know How and Inspiration.

Helping colleagues and customers understand, find and choose healthier options.



Innovation

Partnerships

Inside Out

Removing the barriers to healthier choices: Spoon Guru partnership.

In May 2017, finding foods for specialist diets was difficult and confusing; Spoon Guru supercharged our product data.



Search term	No. of results				TAGs [™] OFF	TAGs [™] ON
<i>Gluten Free</i>	1728	1472	2459	404	327	24,252
<i>Vegan</i>	1560	739	1066	2018	162	16,120
<i>Wheat Free</i>	610	41	1359	158	101	26,481
<i>Egg Free</i>	494	unreliable	165	18	197	36,887
<i>Vegetarian</i>	4296	7256	755	5037	130	31,908
<i>Soya Free</i>	253	unreliable	238	21	174	32,983
<i>Low sugar</i>	541	42	15	56	74	14,240
<i>Low fat</i>	882	392	1637	111	1,902	13,266

Research undertaken by Spoon Guru, May 2017.

Removing the barriers to healthier choices: Spoon Guru partnership.

Spoon Guru TAGs™ determine the true suitability of products.

TAGs™

OFF



TAGs™

ON







Removing the barriers to healthier choices: Spoon Guru partnership.

Powerful filters help customers to find the right foods for their needs.

Results for “tesco chopped tomatoes”

Showing **1-8** of **8** items

Filter by: ☐ New (0) ☐ Special Offers (0)

Sort by: Relevance

2 Categories 2 Brands Lifestyle & Dietary

Filters should not be used as an alternative to medical advice. Always check the label.

☒ All Lifestyle & Dietary ☐ Halal (8) ☐ High fibre (8) ☐ Lacto-vegetarian (8)


☐ Low fat (8) ☐ Low salt (8) ☐ Low saturated fat (8) ☐ Low sugar (8)

☐ No egg (8) ☐ No gluten (8) ☐ No lactose (8) ☐ No milk (8)


☐ Ovo-vegetarian (8) ☐ Pescetarian (8) ☐ Source of fibre (8) ☐ Vegan (8)

In partnership with SpoonGuru. [Find out more about each filter >](#)


[More Lifestyle & Dietary](#)




Tesco Italian Chopped Tomatoes 400G



Tesco Italian Chopped Tomatoes 4 X 400G



Tesco Italian Finely Chopped Tomatoes 400G



Tesco Italian Chopped Tomatoes 227G


Supporting Customers to Make Healthier Choices.

Summary:



Understanding
Customers is key

Addressing the barriers



Making it easy is a big
part of the answer

Little Swaps make a big difference



Collaboration is more
powerful

Go further for greater impact

Thank you.