

# Encouraging healthier food-on-the-go options

Malcolm Copland, Commercial Director



# An introduction to Greggs

- Established for over **75 years**.
- On a journey to transform the business from a traditional bakery into a **contemporary food on-the-go retailer**.
- Our vision is to become the **customers' favourite for food on-the-go**.
- **21,000** employees and **1,850+** shops nationwide.
- **Millions** of customers every week.
- Continued **growth** as a business:
  - Turnover of **£960m**,
  - **£81.7m** pre-tax profit,
  - and **7.4%** total sales (based on last financial year).
- **Share our success** with our local communities and help those in need e.g. Breakfast Clubs, Unsold food donations, Children in Need and Poppy Appeal.



# A responsible Greggs

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# Background: Rising Obesity Epidemic

## EXCLUSIVE: Who ate all the pies? Greggs' second busiest store is in an NHS HOSPITAL

A GREGGS shop in an NHS hospital is the bakery's second busiest store in Britain.



By Isobel Dickinson / Published 15th March 2015



Search in New Cross Hospital, Birmingham [Express Newspapers]



## Obesity is the new smoking, says NHS boss in England

By Nick Triggle  
Health correspondent, BBC News

18 September 2014 | Health



## Express & Star

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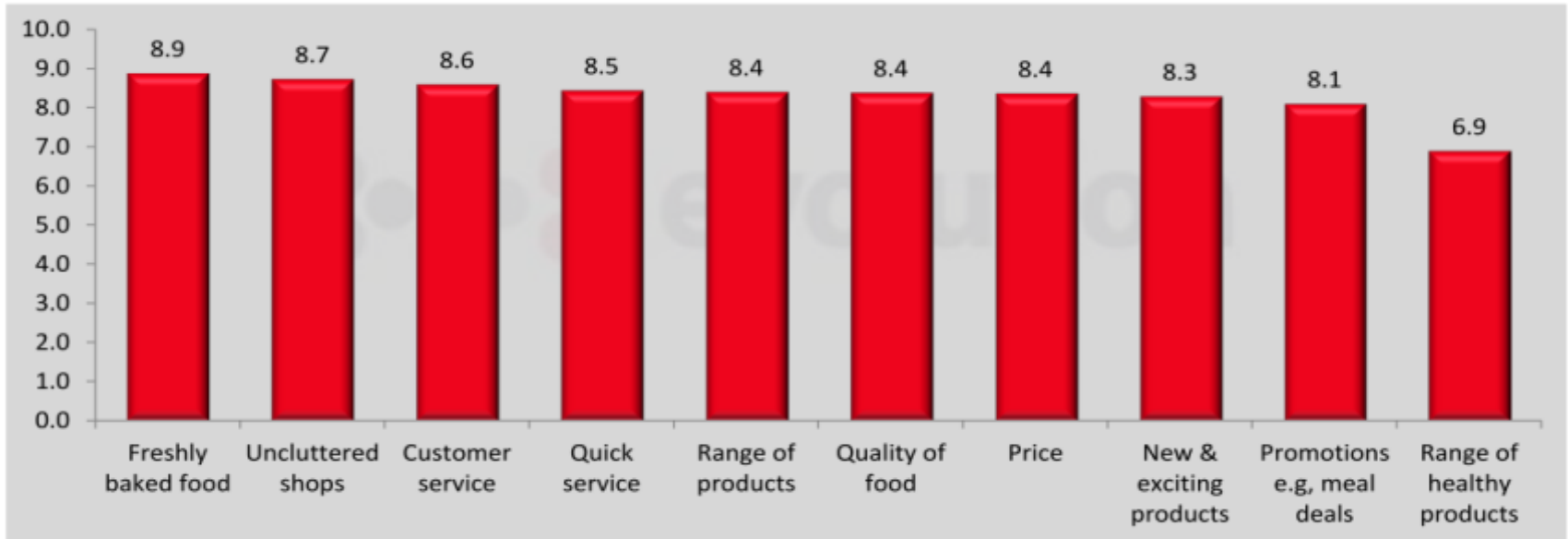
## Health chiefs admit Wolverhampton hospital's Greggs 'not ideal' as city tackles obesity crisis

Health chiefs at a West Midlands hospital have admitted it is 'not ideal' having a Greggs bakery on the site.



**GREGGS**  
Everyday tastes good™

# 'Range of healthy products': lowest scoring attribute with Greggs customers




*Q: I would like you to rate Greggs on a few key characteristics in your opinion (on a scale 1 to 10) 1 being Rubbish and 10 being Great; n=191 (shoppers who shop at least once per month)*

*Exit interviews conducted in Manchester, Leeds, Bristol and Glasgow, October 2012, Evolution Insights*



# What is Balanced Choice - Key Criteria

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- No compromise on taste 
- Green or Amber on the traffic light system for:
  - Fat 
  - Saturated Fat 
  - Sugar 
  - Salt 
- Nutrient profile suitable for advertising to children (HFSS) 
- Sandwiches and Salads under 400 Calories 

# Balanced Choice



- Launched in 2014
- Range developed to 41 products today
- Balanced Choice products span:
  - Sandwiches
  - Salads, Fruit & Yoghurts
  - Drinks
  - Porridge
  - Soup
  - Savoury
- Sales of the range now top £101m per year
- 11% of turnover

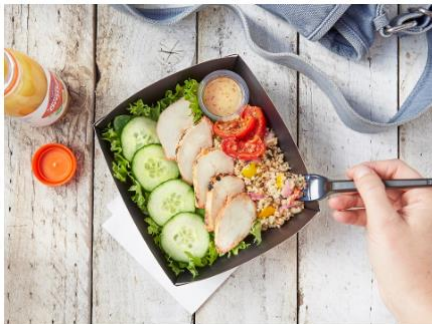


# A healthier start to the day





# For lunch



# Healthier snacking, including fruit and nuts at till points

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# All Greggs brand cold drinks have no added sugar






# We provide nutritional information and give our customers a clear choice

**Fresh Thinking**

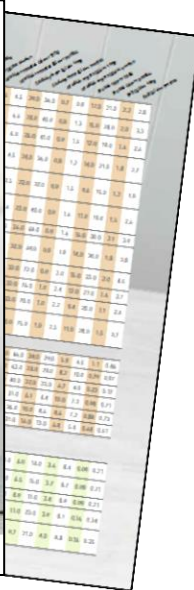
Your nutritional guide to our delicious food on the go



**GREGGS**

**BALANCED CHOICE**

Learn more inside about our Balanced Choice range, all the taste, all under 400 calories.



**BALANCED & SATISFYING**


**SAVOURY DEAL £2**



**Hot and Zesty SOUP**

**BALANCED CHOICE**

**IT'S A WIN WIN**



**Honey Roast Ham & Free Range Egg Salad**

**£3.00**

Take out **£3.60**

**BALANCED CHOICE**

**GREGGS**

Shop Finder Menu About Gregg's Rewards Gregg's Delivered Gifts Register / Login My Gregg's

You might also like these:

- Lemon and Lime Water
- Super Seed Doughnut
- Strawberry and Vanilla Yogurt
- Fruit Medley

of which Saturated 0.0 g 1.5 g

of which Sugars 25 g 44 g

of which Sugars 1.5 g 2.9 g

Protein 9 g 17 g

Fats 0.0 g 1.6 g

**Our NEW Balanced Choice menu**

all the taste, all under 400 calories.

Each Honey Roast Ham Sub-Roll (210g) contains:

	100g	100g	100g	100g	100g
Energy	1000 kJ	9.9g	1.5g	2.9g	1.6g
Fat	20.0g	17%	14%	8%	3%
Saturated	0.0g	0%	0%	0%	0%
Sugars	0.0g	0%	0%	0%	0%
Fibre	0.0g	0%	0%	0%	0%

# Media coverage is changing perception

## WHAT A NUTRITIONIST WOULD ACTUALLY ORDER IN GREGGS

### Food & Beverage

Home UK World Companies Markets Global Economy Link Comments

July 30, 2016 7:21 pm  
Greggs enjoys rebound in sales on low-calorie push

By Chris Tingle

Greggs' new low-calorie sandwiches are "giving permission" to people who previously shunned its pastries and sausage rolls to enter its stores, the company said on Monday, as it reported a rebound in half-year sales.

According to the baking retailer, its "balanced" choice range of sandwiches, containing less than 400 calories, were a big factor in helping to increase sales over the past six months – even though its sausage rolls continue to sell in greater numbers.

## Forget the sausage rolls – Greggs is launching a delicious new healthy summer menu

Some unusual lighter options are now on sale at the bakery's Bristol branches

How to be healthy at work:  
the most nutritious lunches  
on the high street

## Healthier Focus Drives Big Rise In Profit For Greggs

Greggs launches its summer menu and it looks delicious

Spice up your life with a coconut, lime and chilli chicken salad from Greggs. The summer treat, from £3, is a shiny combination of shredded coconut, chilli and lime-flavoured chicken, tossed together with roasted vegetables (courgette and pearl barley) in a vinaigrette dressing, sliced mixed peppers, fresh salad leaves and a pot of coconut, lime and chilli dressing.

Greggs launch healthy summer menu with cold pressed juices, salads and wraps

There's not a sausage roll in sight

Greggs The Observer  
Greggs joins trend for healthy eating with sourdough pasties

Amid concerns over the UK's high obesity levels, the high street brand is launching two new products with reduced fat levels and lower calorie counts

**Diet bites**  
**Slimming citrus**  
Greggs Cloudy lemonade, £1  
Made with real lemons, this sparkling drink has just 1 cal. Perfect with lunch – or anytime!

Becki Murphy @beckimurphy91 · Sep 15  
Healthy diet strikes again, sprint class then greggs 🍴🍷

Katie Leigh @katieleigh1524 · Aug 17  
So proud I went to greggs and for a salad instead of a pasty #byebyelovehandles

Rhiannon @whymann · Aug 7  
I've just had the nicest salad ever and it was from Greggs 🍴

Emily @emwhitehead · Jun 27  
Never thought I'd say this but @GreggsOfficial has become my favourite place for lunch! Balanced choice flatbreads & salads are so good!

SidoniawTwitch @sidoniawTwitch · Jul 2  
My God I've never had a salad this nice! Greggs has some how made a beautiful chicken teriyaki thing xD

Josh Bradshaw @jayb07 · Jul 24  
Can't recommend Greggs new salad range enough 🍴🍷 @GreggsOfficial

















# Dedicated marketing campaigns e.g. Minimise Me

We know we're widely known for sausage rolls and sweet treats, so we wanted to challenge perceptions with an engaging piece of activity designed to capture the attention of the media.

So we introduced 'Minimise Me' – the Greggs diet, and found four participants all with differing motivations to lose weight and eat more healthily whilst on the go.

Our Minimise Me activity gave us the news angle to talk about our wider Balanced Choice range in an engaging and fun way. Our objective was to create a disruptive, media piece designed to shift longer term perception and drive trial resulting in favourable online conversation through the creation of strong visual assets.



The  GREGGS Minimise Me Plan							
	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
BREAKFAST	 Original Porridge 1 pack Berries & Cinnamon	 Hot Berry Muffin 1 pack Mixed Nuts	 Egg Breakfast Roll	 Golden Spinach Muffin 1 pack Super Smoothie Pieces of Fruit	 Original Porridge Fruit Medley	 Egg Breakfast Roll	 Hot Berry Muffin Fruit Medley
LUNCH	 Tuna Merguezine Roll	 Mediterranean Salad 1 pack Chicken Salad 1 pack Mixed Nuts	 Kale Salad 1 pack Chicken Salad 1 pack Mixed Nuts	 Golden Spinach Muffin 1 pack Super Smoothie Pieces of Fruit	 Kale Salad 1 pack Chicken Salad 1 pack Mixed Nuts	 Sausage Roll	 Merguezine Pizza
DINNER	 Chicken, Tomato and Beef Pasta Salad	 Roast Chicken Salad	 Roast Chicken Salad	 Chicken, Tomato and Beef Pasta Salad	 Chicken, Tomato and Beef Pasta Salad	 Chicken, Tomato and Beef Pasta Salad	 Chicken, Tomato and Beef Pasta Salad
SNACK	 Fruit Medley	 Fruit Medley	 Fruit Medley	 Fruit Medley	 Fruit Medley	 Fruit Medley	 Fruit Medley

# The results

- **179** pieces of high value media coverage with an opportunity to see of over **78 million** and reaching **42%** of all UK adults (44% being WLB).
  - In the top three of our most successful campaigns to date.
  - **82%** of coverage featured an impact message, more than double that of the benchmark for 'excellent' message delivery (usually 40%)
  - Traffic increased to our website by **595%** over the campaign period
- Our video content gained over **5 million** views and as a result even trended in YouTube's top ten!
- Most importantly all of our participants lost weight. In total a collective **12kg** and **14 inches** from their waists.





# Public reaction



**Rick Allison** @rickyallison · 10m  
Finally a diet plan I can buy into! **Greggs** unveil diet plan which includes.....sausage rolls and doughnuts 🍌

**sir patrick Tighe** @daisyfresh100 · 1h  
Whoohoo I'm on a diet and I'm off to **greggs** ...nom nom



**Greggs launch 'summer diet' range that involves doughnuts and sau...**  
The bakery chain claims the diet plan has been scientifically proven to help people lose weight  
manchestereveningnews.co.uk

**Tom Stenner-Evans** @TomStenne... · 1h  
What does Greggs sell that could be classed as healthy eating?

**Greggs** @GreggsOfficial · 59m  
Take a look > [greggs.co.uk/balanced-choice](https://greggs.co.uk/balanced-choice) 😊

**Tom Stenner-Evans** @TomStennerEvans  
Replying to @GreggsOfficial

Smoothly done 🍌 I didn't know you did salads. I think people my age (30s) avoid you because they think it's just pasties, bakes & sandwiches.

03/07/2017, 17:21

**Sam Ayerst** @SamAyerst1 · 14h  
@timoggy85 The sausage roll diet! New mother loses a stone by only eating Greggs



**The sausage roll diet! New mother loses a stone by only eating Greggs**  
EXCLUSIVE: Hannah Barth, from Hertfordshire, signed up to Greggs' Minimise Me diet and has lost 1 stone, 4lbs. She ate Greggs menu items for  
dailymail.co.uk



**Julie Diane**  
I love greggs sausage rolls, greggs are basically advertising there healthy range stuff, its an advertising thing, like... look we sell salad stuff.

**Awooooooga** @Awooooooga · 10h  
YES! **Greggs** the baker has a diet plan. [greggs.co.uk/minimise](https://greggs.co.uk/minimise)

**Jess** @JessOwen\_TT · 12h  
Someone sign me up for a months **Greggs diet** if this is true!! This would be goals! 🍌😂😂

**Healthy Body** @healthcmdotag · 12h  
**Greggs** launches summer diet to get sausage roll fans bikini ready with meals made up of dishes ... [ift.tt/2skoPJW](https://ift.tt/2skoPJW)

**declan higgins** @declanhiggins\_ · 13h  
I feel like the **greggs diet** is something I could get fully behind

**BEKKI RAMSAY** @mynameisbekki · 13h  
oh my god. Turns out you can diet w/o giving up **Greggs**.



**Chris Godfrey** @ChrisPJGodfrey  
Someone commission me to try this diet out immediately please. Happy to include tasteful before/after nudes.

**Michael Tran** @ApprenticeTran · 18m  
If this new **#Greggs diet** can make me lose two inches in a month with sausage rolls included then count me in!!!!!!

**Vincent Paul Jones** @VincentPaulJon2 · 20m  
Replying to @MENnewsdesk  
No longer can my wife ban me from going to **Greggs**. It's official...Sausage Rolls are part of a calorie controlled diet. Bliss!

**Waq** @Wkhngae · 3h  
Replying to @anorderlymess  
I'd rather go on the **Greggs** diet than not eat **Greggs** for two months

**Jordan Joshua Lewis** @JordJosh

This is such good marketing. It's the best things Greggs have done since the breakfast deal.

**The Grocer** @TheGrocer  
.@GreggsOfficial sheds unhealthy image with summer diet plan (£) bit.ly/2syEQA0



**Emma Beck** @lollipopprlady · 23h

Replying to @CBCProperty  
not sure how great a Greggs diet would be - but brilliant PR!



# New in Balanced Choice range for 2018





# Healthier choices

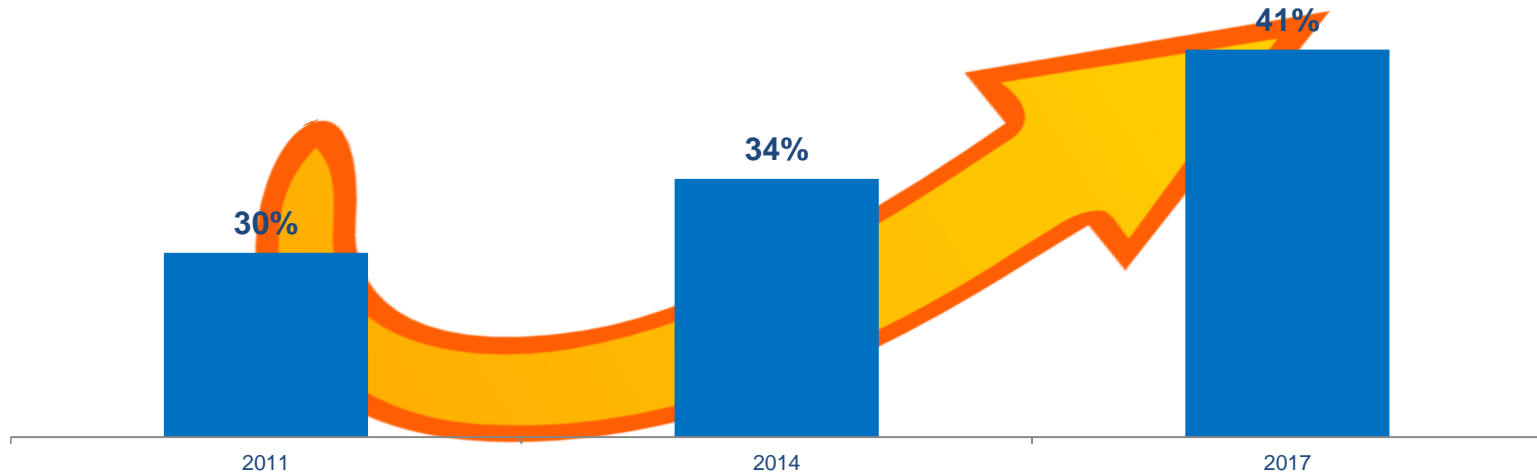
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- In addition to our Balanced Choice brand we track and drive sales of healthier choices
- These are all lines that have no red on traffic lights, and are sub 400 kcal
- We have 97 lines meeting this criteria, £227m sales in 2017 planned to grow to over £250m in 2018



# Greggs have had real success in raising our health credentials

Q. Agreement with: They (Greggs) offer healthy food



From Greggs Brand Tracker  
Base: All Shoppers Aware of Greggs; 2011 n=5,000, 2014 n=4,605, 2017 n=5,499

# Health and Wellness for our colleagues

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- 21,000+ colleagues engaged with the positive changes we are making.
- Balanced You - dedicated employee health and wellness programme.
- Focus on four key aspects: Healthy eating and drinking, keeping active and physically well, positive mental wellbeing and staying social.
- Themes include: Obesity Awareness, Time to Talk Day, Random Acts of Kindness Day and Nutrition and Hydration Week.
- Signed the Time to Change employers pledge on World Mental Health Day, 2017.
- Awarded Better Health at Work Award.



let's end mental health  
discrimination



North East  
**Better Health**  
at Work Award  
Bronze Award

# Our commitment to reduce sugar by 20% by 2020

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*“As part of our plan to help customers manage their sugar intake, we have created our own range of no calorie and low calorie drinks and actively promoted no added sugar alternatives to sugar sweetened soft drinks.*

*“In 2017 we reformulated our range of sweet products in line with Public Health England’s year one sugar reduction target of 5%, and we are on track to achieve a 20% reduction by 2020.”*

# Our healthier shop format

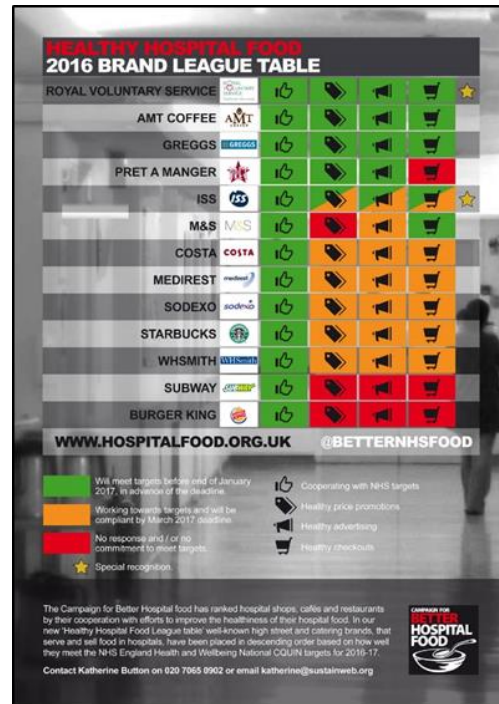
- We have been busy developing a 'healthier shop' format to meet CQUIN guidelines, which launched at New Cross Hospital in January 2017.
- This is the first Greggs shop to offer a menu and deals centred around our Balanced Choice range (which eliminates products high in fat, sugar and salt from our promotions and advertisements).
- It adopts a layout which reduces the number of HFSS products on display at our checkouts.





# Working together to achieve CQUIN targets

- We came joint second in a league table compiled by health campaigners which ranks high-street brands in order of how well they meet NHS England targets on healthy checkouts, food advertising and price promotions in hospitals.
- Already achieved year one and two CQUIN targets for confectionary and hot and cold drinks.
- Making good progress towards target for sandwiches and salads and will meet the requirements by end of year one.



# New Cross Hospital pre-refit layout

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# A fresh new look

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# Third party accreditation

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## Testimonial:

*“It is important that patients, visitors and staff have a variety of choice when it comes to the food that they wish to eat, and in a hospital setting it is important that there are a number of healthy options on offer. I am pleased that the offer now available at Greggs is so wide and that there are so many healthy options open to their customers.”*

David Loughton,  
CEO of the Royal Wolverhampton NHS Trust





*Thank you.  
Any questions?*

