Ocado Launches Paleo Diet Aisle

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One-stop online Paleo shop
Paleo diet-friendly products delivered in handy one-hour slots
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Ocado, the online supermarket, has noticed a rise in Brits adopting the Paleo way of life and in response, have created a one-stop online shop, making it easier for followers of the diet to get all their Paleo essentials delivered right to their door in convenient one-hour slots.

The aisle consists only of foods accepted within the diet so shoppers can browse for inspiration and rest assured that all their choices will adhere to the Paleo guidelines.

The Paleo (Paleolithic) diet is a modern nutritional plan based on the presumed diet of the Paleolithic humans. Different to a weight-loss diet, the Paleo diet is a way of life created from the premise that modern humans are adapted to the diet of the Paleolithic period. The diet is about eating nature-made foods, not man-made foods, and consists mainly of fish, grass-fed pasture-raised meats, eggs, vegetables, fruit, and nuts.

Ocado has partnered with Paleo expert and author, Joy Skipper, to create an aisle which consists entirely of paleo-friendly foods. Skipper has recently launched her cookbook, The Paleo Diet Made Easy which is the second book in her Paleo series. The cookbook, along with all the ingredients to recreate the recipes at home, will be available to buy at ocado.com.

Joy Skipper said: “Switching to the Paleo way of eating is very simple and once you start to cut out the foods your body finds hard to recognise, you will hopefully feel a vitality and energy that ensures you don't want to go back to the way you were eating before. The Paleo aisle is the perfect place to shop - everything you can eat in one place. With one-hour delivery slots, there’s no need to wait in all day to have your Paleo foods delivered - enjoy your day and know that great food is on its way to you, when you choose.”

The Paleo diet boasts a number of celebrity advocates including Uma Thurman, Gwyneth Paltrow, Jason Statham, Angelina Jolie and Jennifer Anniston, who have all chosen to adopt this lifestyle.

Browse the new aisle now: [http://www.ocado.com/webshop/onePageEvent.do?page=49204]

- ENDS-

For more information, images and Joy Skipper or buyer interview requests, please contact M&C Saatchi PR:
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About OCADO:
Ocado (www.ocado.com) was established in 2000 and is now one of Britain’s leading online retailers. Ocado operates a centralised distribution model which means that it does not rely upon a network of stores from which to service customers. Orders are fulfilled at unique, highly-automated Customer Fulfilment Centres before being loaded onto delivery vans making local routes, or transported to vans stationed at a network of regional UK distribution spokes.

Ocado delivers over 34,000 product lines including big-name brands, Waitrose goods, a range of over 550 Ocado Own Label products and now a growing non-food selection - all delivered in handy colour-coded bags and convenient hourly slots by super-friendly drivers. A one-stop shop for all of life’s essentials, the online retailer makes life even easier with its award winning Ocado on the Go apps which provides shoppers with basket-filling flexibility and great deals on the move.

Winner – Website of the Year - Best Food & Beverages website
Shortlisted – Supermarket of the Year 2014 – Which?
Winner – 2013 Grocer 33 Best Mobile Shopping Experience
Gold award for Corporate Social Responsibility - International CSR Excellence Awards
Supermarket of the Year 2012, 2013 - Loved By Parents Awards
Best Grocery Product 2013 for Ocado Own-Label organic veg box - Loved By Parents Awards
Best Online Grocer 2013 - Which? Members Annual Satisfaction Survey

World’s Best Online Retailer 2013 - The Grocer World’s 50 Best Grocers
Gold award for Environmental Responsibility 2013 - World CSR Excellence Awards
Gold star awards 2013 for Ocado Own-Label Reduced Fat Houmous, Tzatziki, British Pork Belly Roasting Joint, Lightly Smoked Salmon Fillets - Great Taste Awards

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