

The Co-operative Food Bags Chilled Retailer of the Year 2015 Award for Second Year Running

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[The Co-operative Food](#) is delighted to have retained the title of 'Chilled Retailer of the Year', winning for the second year running at the prestigious Retail Industry Awards held last night (Thursday 24th September 2015). The awards, now in their 20th year, recognise the very best in UK retailing.

Beating off competition from other major retailers, the win reaffirms The Co-operative Food's commitment to become the leading convenience food retailer in the UK, and the Chilled category is at the heart of this ambition. Product innovation in Pizza, Ready Meals and Sandwiches alongside exciting sourcing decisions in Cheese and Protein and a strong in-store presence, all contributed to the success of this core category for The Co-op. This is coupled with an increasing customer awareness that convenience shopping can now be about delicious fresh food and great tasting meals for themselves and their family.

Matt Hood, Trading Director for Fresh Food at The Co-operative Food says;

"We are absolutely delighted to receive this award and are so pleased to see all our hard work to deliver a truly convenient shopping experience is being recognised by the industry, suppliers and, most importantly, our customers. The Co-op's chilled range is an area where the focus of our strategy is to really drive innovation, engagement and create exciting products that will appeal and delight our customers, sourced where possible from British farmers and suppliers.

"In the past year, we have invested heavily in 29 chilled categories in order to build customers trust that they will get great value on both Co-op own label and branded lines. This award is a clear endorsement of the steps the business has taken as we seek to become the leading local community retailer across the UK, providing great food and drink, served by friendly people."

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