

Waitrose 1 Serves Up New Advertising Campaign Showing Customers Where Ingredients Come From

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Waitrose will unveil its latest advertising campaign this week to launch its new premium food range, Waitrose 1.

The TV adverts are filmed in a similar style to the retailer's most recent campaign 'Everything we do goes into everything you taste', which used real Waitrose farms to show customers exactly where their food comes from.

Building on the success of this campaign, Waitrose will now focus on the farms and plantations around the world that produce the special ingredients that go into Waitrose 1 food.

The adverts will show authentic orange groves in Sicily and cocoa beans growing in Tanzania that together create the new Waitrose 1 Tanzanian Chocolate Ice Cream with Blood Orange Sorbet. Waitrose 1 Beef and Chorizo Chilli and Berthaut's Epoisses Cheese will also feature in the advertising.

Launching on Friday (20 May 2016) during Channel 4's Gogglebox, the campaign comprises three separate adverts, one of each playing in consecutive ad breaks throughout the programme. The adverts will then rotate until 12 June 2016.

Rupert Thomas, Marketing Director, Waitrose, says: "This new Waitrose 1 campaign shows the care taken by our expert buyers to source fabulous flavours and authentic ingredients from this country and around the world. All our producers, small and large, are chosen because we believe they have something really special to offer our customers."

Waitrose 1 is the biggest own brand range launched by the retailer since 2009 when essential Waitrose was established, now a £1 billion brand*.

Waitrose 1 offers customers the very best of Waitrose with one simple yet distinctive brand for its premium food. Reinforcing the retailer's focus on great quality food, Waitrose 1 has initially launched with over 500 products which will increase to over 800.

In addition to TV, print and digital display advertising, in-store and innovative social media activity will support the campaign. Waitrose is also carrying out its biggest tasting event yet, starting with a Waitrose 1 Tasting Bar which will appear at Westfield White City in London this week serving a four-course tasting menu to customers.

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Editors Notes:

* Waitrose 1 brings together existing premium ranges ('Seriously from Waitrose', 'menu from Waitrose', and 'from Waitrose') under one new brand.

Waitrose 1 is the biggest food range to be launched by Waitrose since essential Waitrose seven years ago which is now a £1 billion brand.

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