

Waitrose Serves Up 1 New Brand Bringing Together Hundreds of New and Exciting Products

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Waitrose has announced the launch of its biggest own brand range since 2009.

Available in branches and online from April, **Waitrose 1** will offer 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** will initially launch with over 500 products which will increase to over 800 products with seasonal additions throughout the year.

While many popular dishes and products will remain, Waitrose will also be adding hundreds of new and improved lines, such as Tanzanian Chocolate Ice cream with Blood Orange Sorbet and Sloe Gin Cured Ham with Blackberry & Damson Glaze.

Rupert Thomas, Marketing Director, Waitrose, says: "Our team of experts have been working with over 70 suppliers for 12 months to pin-point the ingredients and recipes that offer customers uniquely mouth-watering food. **Waitrose 1** raises the bar in premium food, giving the assurance to our customers that these products represent the best of the very best."

Waitrose 1 will bring 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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For more information please contact the Waitrose Press Office on 01344 825080 Waitrose - winner of the Best Supermarket¹ and Best Food and Grocery Retailer² awards - currently has 346 shops in England, Scotland, Wales and the Channel Islands, including 60 convenience branches, and another 27 shops at Welcome Break locations. It combines the convenience of a supermarket with the expertise and service of a specialist shop - dedicated to offering quality food that has been responsibly sourced, combined with high standards of customer service. Waitrose also exports its products to 58 countries worldwide and has eight shops which operate under licence in the Middle East. Waitrose's omnichannel business includes the online grocery service, Waitrose.com, as well as specialist online shops including waitrosecellar.com for wine, and waitrosekitchen.com for cookware, utensils and kitchen gadgets.

¹Which? Customer survey

²Verdict Customer Satisfaction Awards

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