

Quality and Innovations

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Better... customer- focused innovation

Responding to consumer demand has always put us at the forefront in our categories, and this year our teams have launched a number of innovative and appealing lines.



REINFORCING...

In Artisan bread, we continue to strengthen our leadership in this growing market.

📍 **Location:** Salisbury

During the year, we invested in existing state-of-the-art artisan bread production equipment and adding a further 50% capacity. With world-class production facilities now in place, and a strong innovation pipeline, we anticipate further success in this market.

50%

further capacity
in artisan bread

**REDUCING...**

The Health targets are part of our development process.

📍 **Location:** Group

Over 98% of our products achieve the FSA salt targets, and we are making good progress in all categories to reduce sugar in line with Public Health England targets of a 20% reduction in sugar content. Our average sugar reduction, weighted for sales, was 12.4% up from 8.2% reduction in the year previous. We have made good progress and have a number of sugar reduction replacement projects in progress to aim for the Public Health England 2020 target.

12.4%

sugar reduction

**RELAUNCHING...**

We have refreshed our WW cake brand to cater for the needs of consumers looking for a treat,

📍 **Location:** East Kilbride

but with lower sugar and calories. The new WW product range offers three flavours, is under 100 calories a slice, and is a source of fibre, all innovations based on what consumers are looking for as part of a balanced diet. WW was formerly known as Weight Watchers, rebranded two years ago and is now positioned as a well-being brand that is inclusive to everyone's lifestyle.

DEVELOPING...

Our extensive insight capabilities keep our new product development

📍 **Location:** Group

in line with market trends, with over 60 employees engaged in developing new products.

This is enhanced by our manufacturing Process Blueprint, which embraces and supports the production of high-quality premium products.

