



BY APPOINTMENT TO
HER MAJESTY THE QUEEN
GROCER AND
WINE & SPIRIT MERCHANTS
WAITROSE LIMITED, BRACKNELL



BY APPOINTMENT TO
HRH THE PRINCE OF WALES
GROCER AND
WINE & SPIRIT MERCHANTS
WAITROSE LIMITED, BRACKNELL

THE Waitrose FOOD AND DRINK REPORT 2017-18

*In a year of change,
British consumers are
looking for control when
it comes to what they eat*



2017: the consumer takes control

Today's customer is firmly in the driving seat. According to the latest research from Waitrose, shoppers are more single-minded and savvy than ever before. In an uncertain world, this desire to take charge is no surprise



There was a time when the nation's shopping habits were dictated by the big supermarkets. Shops' restricted opening hours, their limited ranges and their often out-of-the-way locations meant that consumers had to dance to their tune. The retailers called the shots.

No more. Today's shoppers exercise unprecedented control over when they shop, what they buy and how they consume it. Our research for the Waitrose Food and Drink Report 2017-18 found that people have become more flexible in their shopping patterns, more price-savvy and more single-minded than ever before. For example a staggering 65% of Britons visit a supermarket more than once a day on a regular or occasional basis. Over half of us don't decide what we're having for dinner until lunchtime; one in 10 of us will decide just before we eat. Why are we so last-minute? Because we can be. Aided by supermarkets' longer opening hours, more convenient locations and carefully chosen ranges, the consumer is in charge of their domain.

As shoppers take control, social conventions are falling. Our research found that there's no longer a stigma in buying 'reduced' food and no longer a taboo in dining out alone. And there is no longer pressure to put on a fancy dinner party. We do what we like because we're in charge.

Feeling in control of our lives has arguably never been more important. After all, there is much going on in the world right now over which we feel we have little control. Our mission at Waitrose is to help provide shoppers with flexibility. Through our locations, opening hours, online channels and service we offer them the convenience they need. Through our ranges — which are edited in our small stores, extensive in our larger ones — we offer them high-quality products to inspire. We provide the tools; customers take control. I believe that this is the recipe for success.

Rob Collins

'Today's shoppers have more control than ever over when they shop, what they buy and how they consume it'

ROB COLLINS
MANAGING DIRECTOR



2017's SOCIAL MEDIA FAVOURITES

The most popular posts on Waitrose's Instagram included Alfresco Burrata Pesto Toast (top) and Blueberry Cheesecake Doughnuts (middle). Heston's Ultimate Bacon Sandwich (bottom) was the most-watched video recipe on Waitrose's YouTube channel.

The facts & figures

Waitrose carried out extensive research into the top food and drink trends in 2017.

We conducted OnePoll consumer research on a wide range of topics with 2,000 people of all ages — not exclusively Waitrose customers. This was supported by focus groups in which people were asked in-depth questions about their shopping, cooking and eating habits. Some of the focus group participants share their views with us in this report.

Our research supports insights from Waitrose's own food, drink and retail experts. It is backed up with sales data from millions of purchases throughout the year.

ALL FIGURES ARE COMPARED TO THE SAME PERIOD THE PREVIOUS YEAR, UNLESS OTHERWISE STATED.

FOR FURTHER INFORMATION, PLEASE CONTACT THE WAITROSE PRESS OFFICE ON 01344 825 080

GOING UP WHAT WAS IN FAVOUR IN 2017

FOOD

CARBS

From pasta to fresh bread, carbs are back! Mac 'n' cheese, bulgur wheat and quinoa were among the year's top picks.

HERBS

They're a quick way to add colour, freshness and a 'cheffy' touch to our dishes — no wonder sales of herbs have rocketed.

TURMERIC

This golden Asian spice is everywhere, overtaking cinnamon this year as the top selling Waitrose spice.

BUDDHA BOWLS

Colourful, nutritious and packed with fresh ingredients, the Instagram trend went mainstream in 2017.

BRUNCH

More and more of us are planning lazy weekend catch-ups in-between brekkie and lunch.

DARK GREEN VEG

Move over broccoli and cabbage! We've gone to the dark side, as a pack of cavolo nero, chard or kale is sold every second.

PEANUT BUTTER

From ice cream to cereal, it's popping up everywhere (and in the most popular recipes on waitrose.com). Sales are up 20%.

JUNIPER BERRIES

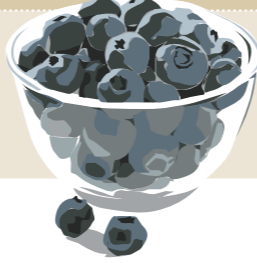
Great as a garnish in a G&T or to add a punch to savoury dishes, sales of these little dried fruits are up 17% this year.

PROTEIN

We've all been powering up dishes with beans, seeds and nuts, and picking meat-based snacks like beef jerky.

BLUEBERRIES

It's been a long time coming, but they're finally top berry — outselling strawberries at Waitrose.



TRENDS

1. As and when

Whether it's shopping or eating, we do what we want, when we want. It's all moved on from the weekly supermarket visit — two thirds of us now buy groceries more than once a day. And if we want brekkie at lunchtime, no problem!

As consumers, we have a vast array of choice. While we are less disciplined about our shopping routine than in the past, never have we had so much control over when or how we shop. Our trips to the supermarket are more frequent than they were five years ago. According to Waitrose research, two-thirds of us regularly or occasionally visit a supermarket more than once a day. This trend is particularly prevalent among 18- to 24-year-olds, who are twice as likely to regularly visit a supermarket twice a day as the over-55s.

What's behind this trend? 'As and when' shopping allows us better control against over-buying and waste. There is still a place for a big weekly shop, particularly for busy parents, but these are increasingly topped up by mid-week or daily 'midi' shops. With the number of convenience shops rising, there is no need to stick to organised shopping routines or to plan ahead as we have in the past. We're becoming a nation of 'supermarket hunter-gatherers': we shop for food only when required, treating stores like our very own walk-in fridges. And more of us are taking advantage of self checkouts and contactless payment to speed up the process.

Many of us lead busy lives, so this ease and fluidity is hugely helpful. We no longer need to plan meals in advance as it's so easy to shop for whatever we want at the last minute. A third of us don't decide what to have for dinner until at least 4pm that day, with 11% of us making a selection just before we eat.

The increased spontaneity is also apparent in our choice of meals, with traditional boundaries blurring. Brunch continues to boom ('Couples Brunch' is now one of the most popular courses at Waitrose Cookery School), and more of us are tucking into 'brinner' (breakfast for dinner). It's further evidence that our opportunity for greater control is cutting a swathe through old conventions.

WHAT THEY'RE SAYING

'There's definitely a sense that people can buy whatever they want whenever they want. You see people eating food that you might associate with breakfast — but they're having it for dinner.'

JONATHAN MOORE, WAITROSE EXECUTIVE CHEF

'Customers kept asking us to make breakfast food available all day in our cafés — so this year we've done it, and sales of those options are up by 40% so far.'

JANE HILLS, HEAD OF FOOD SERVICE BUYING AT WAITROSE

'The generic supermarket of yesterday is gone in terms of how customers think, eat and shop. The challenge for us is to make sure we're selecting and editing our ranges to make life easier for our customers.'

NATALIE MITCHELL, HEAD OF BRAND DEVELOPMENT AT WAITROSE

'I try to do one big shop a week and then I pop into the local on an almost daily basis.'

KIM, 45, MANAGER AND MUM OF TWO; FOCUS GROUP PARTICIPANT



HEALTHY EATING: COMMON SENSE RULES

Although two thirds of Brits follow some sort of diet or health drive, three quarters of us say we now opt for a more common-sense approach rather than a strict regimen. Cutting out food groups or following a diet plan has fallen out of favour, with people now preferring to focus on making healthy choices.

According to Ross Anderson, Head Chef at Waitrose Cookery School, Salisbury, 'Faddy diets are definitely going out of fashion — people are more aware of how to eat more healthily and in a way that's easier for them to maintain.'

Almost seven in 10 shoppers say they feel happier when they buy food they know is healthy. This is reflected in our buying habits: we're making small tweaks to broaden our diets and add more vegetables. Posts about #meatfreemondays on the @waitrose Twitter page have gone up 53% in the past two years; sales of vegetarian prepared meals are up by 11%, while new launches include celeriac rice and beetroot spaghetti. Exclusion diets are falling in popularity, as fewer of us are cutting down on carbs in general. Instead we're choosing more complex versions — such as barley, quinoa and bulgur wheat.

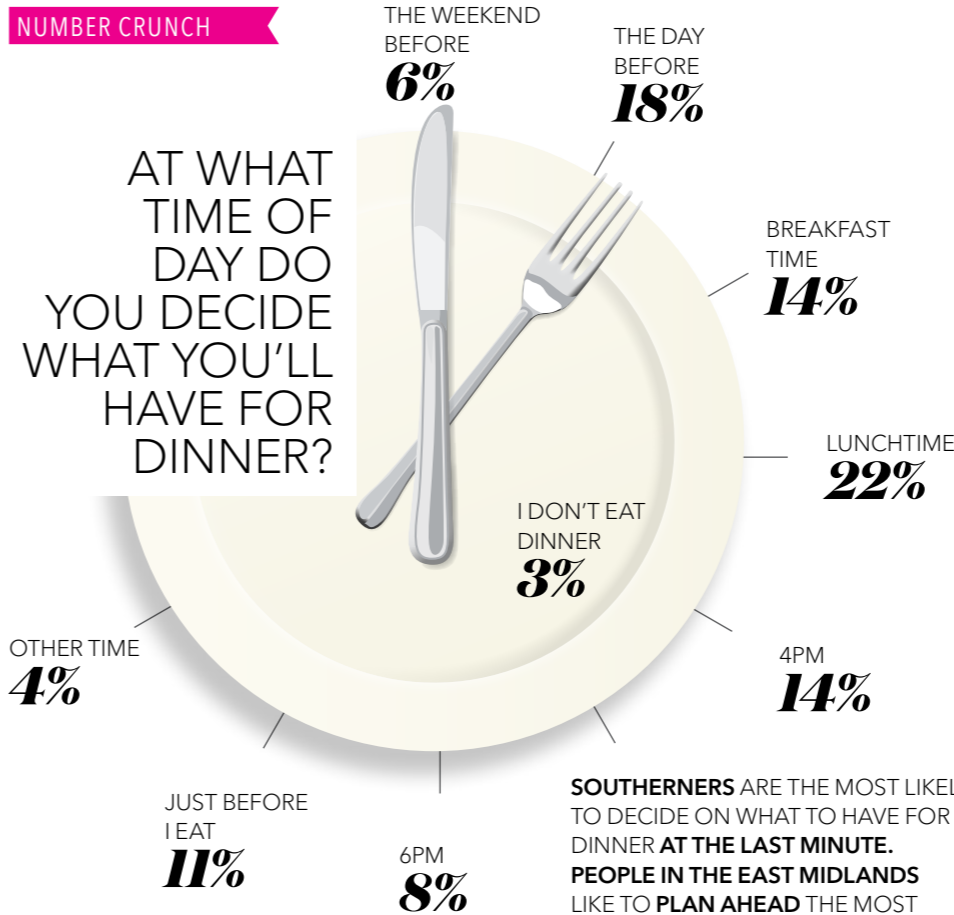
While a third of us eat less 'for the sake of it' or out of habit than we did five years ago, we allow ourselves the odd little treat — after all, a little bit of what you fancy does you good! And if we're treating ourselves, we're looking to make it count, with indulgent desserts up 20% and Waitrose 1 Mini Chocolate Bars up 14%.

'People are wiser than ever about what works for them — it's about balance and common sense, which is a really positive way to make healthy choices.'

MOIRA HOWIE, WAITROSE NUTRITION MANAGER

NUMBER CRUNCH

AT WHAT TIME OF DAY DO YOU DECIDE WHAT YOU'LL HAVE FOR DINNER?



65%
OF BRITONS REGULARLY OR OCCASIONALLY VISIT A SUPERMARKET MORE THAN ONCE A DAY

OUR TOP FIVE REASONS ARE:

1. TO REDUCE WASTE
2. TO PREVENT MYSELF FROM OVER-BUYING
3. BECAUSE I THINK AHEAD LESS THAN I USED TO
4. BECAUSE I DON'T LIKE BEING TIED TO WHAT'S IN MY FRIDGE
5. IT'S MORE OF A TREAT TO PICK EXACTLY WHAT I FANCY TO EAT

SELF CHECKOUT SALES HAVE INCREASED FROM **14 to 32%***

CONTACTLESS PAYMENTS HAVE INCREASED FROM FIVE TO **38%***



TRENDS

2. Dining solo

Eating out alone is no longer anything to feel embarrassed about. Changing attitudes and more accommodating restaurants mean we're more likely to ask for a table for one

There was a time when eating alone in a restaurant wasn't the done thing. At best, it made us feel awkward. At worst, it attracted pity from fellow diners. But this now seems to be a thing of the past. Eating out alone has lost its stigma, and we are doing it more than ever before.

Of those who expressed an opinion in our poll, three quarters believe solo dining is more socially acceptable than it was five years ago. A third of us have eaten out alone in the past month, with one in 10 of us having done so in the past week.

While many agree that eating out is less taboo than it was, we put it down to a number of factors. Almost half say that restaurants are more 'single-person-friendly' than they used to be. Technology plays a part too: 23% of people say their smartphone provides them with the company they're lacking. You're never alone with a mobile phone – especially since the rise of free wi-fi in cafés and restaurants.

It may also be that people feel more comfortable eating alone. There is no companion to judge your meal choice: be it a burger with the lot or a towering plate of spaghetti – you can tuck in unabashed. A fifth of the people we surveyed say they eat alone to be free from unwanted disturbances.

The meals needn't be grand – informal, convenient food is more usual than fine dining. We live busier lives than ever, so grabbing a quick bite to eat can act as a punctuation point in the day. Rochelle Venables, Editor of The Good Food Guide, says the movement towards people being more mindful of their personal wellbeing is also behind the trend. She suggests, 'Having that half an hour is important. It's about self-care. Why not take yourself out for dinner?'

NUMBER CRUNCH

78%

BELIEVE THAT SOLO DINING IS MORE SOCIALLY ACCEPTABLE THAN IT WAS FIVE YEARS AGO*

HOW RECENTLY HAVE YOU EATEN OUT ALONE?

WITHIN THE PAST WEEK
9%

WITHIN THE PAST MONTH
19%

WITHIN THE PAST YEAR
26%

NEVER
46%

'Having that half an hour is important. It's about self-care. Why not take yourself out for dinner?'

ROCHELLE VENABLES, EDITOR OF THE GOOD FOOD GUIDE

WHY DO YOU THINK EATING OUT ALONE IS NOW MORE SOCIALLY ACCEPTABLE?*

1. SOCIETY HAS CHANGED AND IT'S LESS TABOO (75%)
2. RESTAURANTS ARE MORE SINGLE-PERSON-FRIENDLY (46%)
3. MOBILE DEVICES PROVIDE ENTERTAINMENT (23%)
4. PEOPLE ARE LOOKING FOR MORE TIME ALONE (21%)
5. IT'S AN OPPORTUNITY TO MEET NEW PEOPLE (6%)

34% OF 18- TO 24-YEAR-OLDS SEE THEIR MOBILE PHONE AS A SURROGATE DINING COMPANION, COMPARED TO JUST 12% OF OVER-55s

WHAT THEY'RE SAYING

'I like eating on my own. It's a great way to find new places.'

PATRICK, 40, PRINTER; FOCUS GROUP PARTICIPANT

'The smartphone is your companion. I will go and sit and have a bite to eat on my own. I might use the time to catch up on things I have missed.'

KATHY, 60, STAFF TRAINER; FOCUS GROUP PARTICIPANT

'Restaurants are better set up. Loads have counter seating which is easier when you're by yourself.'

ROCHELLE VENABLES, EDITOR OF THE GOOD FOOD GUIDE

'We lead busy lives. There is a lot of stress around, and ultimately taking some time out to enjoy food is a lovely thing to do.'

NATALIE MITCHELL, HEAD OF BRAND DEVELOPMENT AT WAITROSE

TRENDS

3. The end of food faffing

We've all been to one, and possibly even hosted one – the intricate dinner party. But now large statement plates, prepared in advance, are replacing complicated food, making entertaining a whole lot simpler

Intricate three-course dinner parties can be painful affairs. For the host, they're irritating, with countless trips to the kitchen killing momentum and causing you to miss out on much of the fun. And for guests, they can be dull with lengthy delays between courses and an absent host. So it's good news that, increasingly, entertaining at home is all about keeping things simple. Over-complicated food is a thing of the past, as hosts prepare dishes in advance that allow them to enjoy their own party.

A quarter of the people we surveyed say they're less likely to cook a three-course meal when they entertain at home than in the past. A similar proportion say that no matter how many courses they're preparing, they avoid cooking labour-intensive dishes more than they once did.

Sales of roasting joints at Waitrose are up by 21%, as home chefs look for a simple but impressive centrepiece. Purchases of Abernethy lamb, stuffed pork shoulder and speciality gammon joints have all doubled. The popularity of informal sharing dishes has risen too, with Waitrose launching a mezze-style World Deli range to meet customer demand. Big-plate dining is also a winner for guests, who can serve themselves and therefore control their portion size while choosing exactly what they'd like to eat. This new informality has really taken hold, with one in five preparing more dishes that you can eat without cutlery.

It seems that hosting a dinner party nowadays is more about creating the entire evening than finessing the individual elements on the plates. Ambiance takes precedence over the menu. Indeed, food psychologists have found that diners are more likely to recall whether they enjoyed the overall experience of an evening out than the food they ate. As one of our focus group participants, Julia, 61, a writer, says, 'Who wants the chef to be in the kitchen sweating?' The modern dinner party is about simple food done well.

WHAT THEY'RE SAYING

'People like one-pot meals. They're nutritious, full of flavour and can use slightly cheaper cuts of meat. It's about lighter, contemporary food. It's more informal.'

JONATHAN MOORE, WAITROSE EXECUTIVE CHEF

'A whole fish looks great and everyone loves it – and it isn't fatty in the end.'

KATHY, 60, STAFF TRAINER; FOCUS GROUP PARTICIPANT

'Bring-a-dish nights are popular. The host isn't trapped in the kitchen for ages, they're just hosting the event. People can serve themselves. This concept of control and portion size means you can have what you want.'

MOIRA HOWIE, WAITROSE NUTRITION MANAGER

'There is a move away from classic cuisine and complicated methods: people want to hear how you would present a dish in a sharing style for family or friends. And time-saving tips are really popular on our courses – how to peel ginger with a teaspoon quickly and how to dice an onion properly.'

ELENI TZIRKI, HEAD CHEF AT WAITROSE COOKERY SCHOOL, KING'S CROSS

25%

OF US COOK A THREE-COURSE MEAL AT HOME LESS FREQUENTLY THAN WE USED TO

AND WOMEN ARE MORE LIKELY TO AVOID LABOUR-INTENSIVE DISHES THAN MEN ARE

AND WE'RE LOOKING FOR LESS FORMAL WAYS TO EAT, TOO – FINGER FOOD IS UP BY A FIFTH (AND UP BY 27% AMONG 18- TO 24-YEAR-OLDS)



67%

INCREASE IN MEZZE AND TAPAS FOOD SALES

SALES OF LARGE SERVING BOWLS ARE UP BY 26%

21%

RISE IN SALES OF ROASTING JOINTS

PEOPLE IN NORTHERN IRELAND HAVE BEEN THE MOST EAGER TO CUT DOWN ON LABOUR-INTENSIVE DISHES

WALES IS THE UK HOTSPOT FOR FINGER FOOD



MIND YOUR MANNERS

It's the etiquette conundrum of our age...

How do you eat your burger?

(And does your technique differ if you're in a restaurant rather than at home?)

	HOME	RESTAURANT
BY HAND	53%	38%
CUT IN HALF, THEN PICK UP	22%	27%
WITH A KNIFE AND FORK	11%	18%
OTHER/DON'T KNOW	14%	17%



1 IN 7 OVER-55s USE A KNIFE AND FORK EVEN WHEN AT HOME, COMPARED TO 1 IN 11 PEOPLE AGED 18-24

1 IN 4 OVER-55s EAT THEIR BURGER WITH A KNIFE AND FORK IN RESTAURANTS COMPARED TO 1 IN 7 PEOPLE AGED 18-24

DINERS ADDING SALT, PEPPER OR SAUCE BEFORE TASTING
25%

DINERS NOT SAYING THANK YOU
30%

PEOPLE WHO USE THEIR PHONE AT THE TABLE
33%

FUSSY EATERS
40%

'BACK-SEAT' COOKS
17%

GUESTS WHO ASK TO HELP
5%

GUESTS GETTING IN THE WAY
24%

GUEST ETIQUETTE

WHAT ARE YOUR TOP ANNOYANCES WHEN COOKING A MEAL FOR OTHERS?*

CHILDREN NOT EATING YOUR MEAL BUT SNACKING STRAIGHT AFTER
16%

VISITORS CHECKING THE CLEANLINESS OF THE CUTLERY
7%

PEOPLE CONSTANTLY ASKING WHEN DINNER WILL BE READY
14%

*Of those surveyed who expressed an opinion. ** Respondents could give multiple answers

TRENDS

4. Value hunting without compromise

When it comes to controlling our food budgets, we know our onions. But one thing is clear: we won't make concessions on our favourites

Britain has become a nation of agile, price-savvy value-hunters. We're increasingly aware of the best deals and how to find them. Our survey found that we're not afraid to hunt out special offers or buy food from the 'reduced' shelf to save money. Customers enjoy exercising control over their budgets and tracking down the best deals.

Two thirds of us believe we're better at getting a good deal than we were five years ago, while 53% of us buy food from the 'reduced' section more often than we did. There is no snobbishness about mixing and matching between brands or budget ranges, using our increased knowledge to get the best deal. It's less about saving money, and more about not wasting it.

An increase in veggie food sales suggests this is another way people are reducing their expenditure. Our experts point to people adapting their diets according to their budget and the day of the week to avoid having to compromise on quality. We might save the steak until Saturday while increasing the number of vegetable-based meals we eat during the rest of the week, for example.

However, it seems that certain products are still sacrosanct. Brits are resistant to compromising on meat, wine, chocolate, coffee and toilet roll. If we do need to make cutbacks, we're more likely to reduce the amount we buy, rather than choose a lower quality. For example, our research found that while 30% of us eat less meat than we did five years ago, the same proportion of consumers are more likely to buy good quality meat than we did back then. Waitrose has seen growth in sales of really good cuts such as dry-aged steak, for instance.

Whether for health or financial reasons, we still enjoy the occasional treat – even if our helpings are shrinking. Sales of mince-creams are up and indulgent desserts have increased by 20% in two years. After all, being savvy doesn't mean you lose out on those things you love.

WHAT THEY'RE SAYING

'Being savvy is the new norm. Yes people are conscious of their purse, but they're mixing and matching foods and brands to make it more than that. People want the best bang for their buck.'

NATALIE MITCHELL, HEAD OF BRAND DEVELOPMENT AT WAITROSE

NUMBER CRUNCH

53% BUY FROM THE REDUCED SECTION MORE THAN FIVE YEARS AGO, RISING TO 68% AMONG 18- TO 24-YEAR-OLDS

THE REDUCED SHELF CONTAINS INGREDIENTS I WAS GOING TO BUY ANYWAY 29%

WHAT'S ON THE MENU?

• THIS YEAR WAITROSE EXTENDED ITS LITTLE LESS THAN PERFECT RANGE IN RESPONSE TO DEMAND – SALES ARE UP 44% AND NEW PRODUCTS INCLUDE PEPPERS AND TOMATOES

• WAITROSE'S FORGOTTEN CUTS RANGE OF MEAT HAS SOARED SINCE ITS LAUNCH NINE YEARS AGO – AS SHOPPERS LOOK FOR CHEAPER MEAT BUT DON'T WANT TO CUT BACK ON QUALITY AND WELFARE

WHY DO YOU BUY REDUCED FOOD MORE OFTEN?*

67% OF BRITS SAY THEY'RE BETTER AT GETTING A GOOD DEAL THAN FIVE YEARS AGO

I HATE TO SEE FOOD GO TO WASTE 37%

TO SAVE MONEY 87%

THERE IS NO LONGER A STIGMA ATTACHED TO BUYING REDUCED FOOD 26%

TOP 5 PRODUCTS WE WON'T COMPROMISE ON

1. MEAT
2. TOILET ROLL
3. CHOCOLATE
4. COFFEE
5. CHEESE

BRISKET +20%

PORK BELLY +6%

PORK SHANKS +30%

PIGS CHEEKS +30%

PIGS TROTTERS +36%

SCOTLAND CONTAINS THE HIGHEST PERCENTAGE OF 'DOGGY BAG CONVERTIBLES' IN BRITAIN

NO, I ASK FOR ONE AS FREQUENTLY AS I USED TO 29%

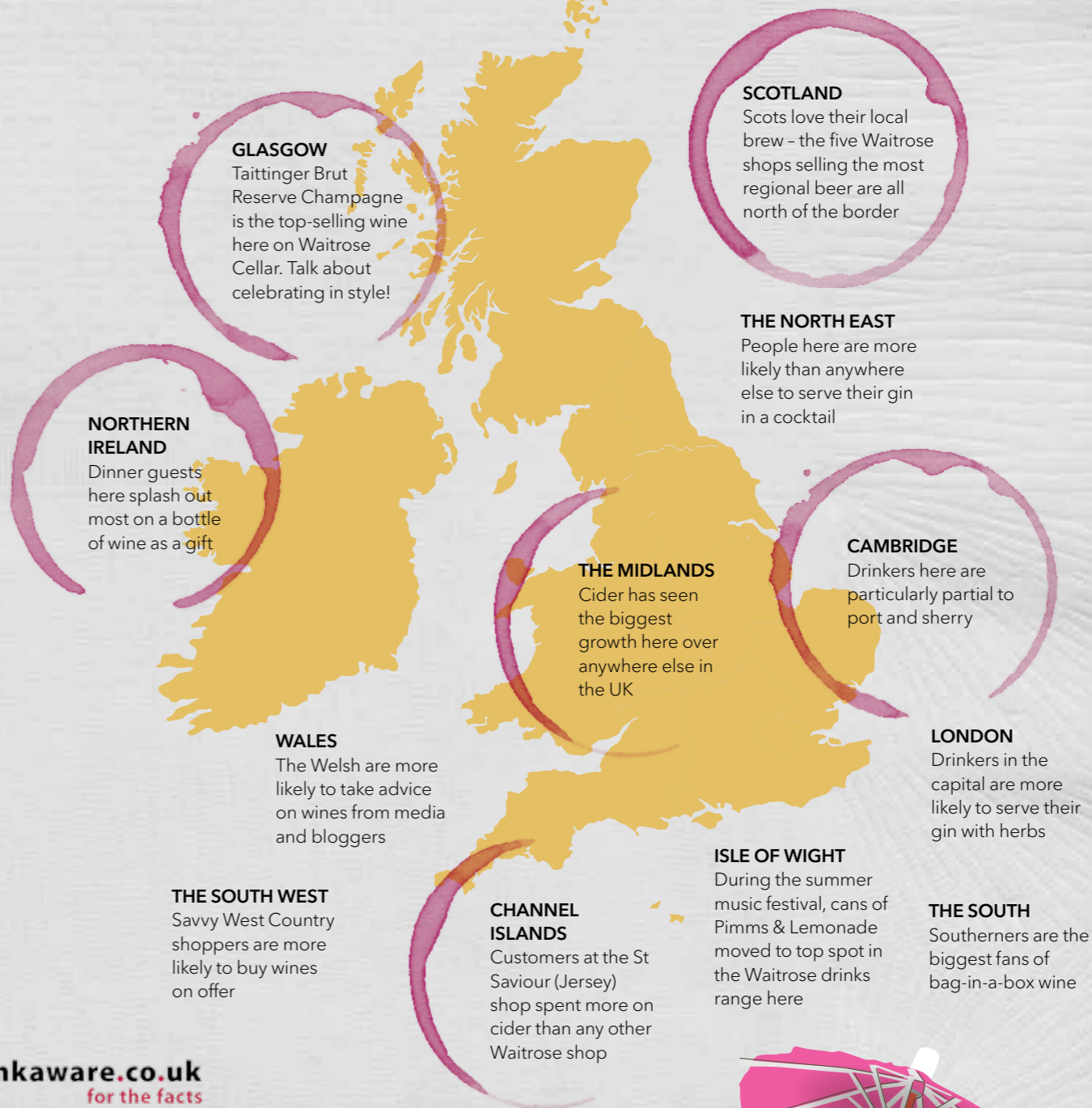
NO, I WOULDN'T THEN OR NOW 44%

27% OF US HAVE A 'GO-TO' RECIPE TO USE UP FOOD LURKING IN THE FRIDGE

10% OF US GIVE FOOD THAT'S ABOUT TO GO OFF TO OUR PET

'I am very proud of not wasting food and if I eat out I will get a doggy bag,' CHRISTIAN, 28, CORPORATE VIDEOGRAPHER, FOCUS GROUP PARTICIPANT

HOW THE NATION DRINKS



A rum story

Its versatility and variety mean this spirit is on the up

It was only 50 years ago that the Royal Navy stopped giving daily tots of rum to crews aboard its ships. But this hugely versatile drink is making waves again, having had a modern makeover, and sales are up 11%.

White rum is growing in popularity thanks to the recent launch of flavoured brands such as Koko Kanu coconut rum. But it's the darker rums that are leading the charge, and are increasingly seen as a sipping alternative to whisky. Meanwhile, rum cocktails are getting the retro twist

treatment in hybrids such as a Piña Colada Old Fashioned in London's hottest cocktail bars.

The stories behind rums and their cocktails can be fascinating and feed into customers' interest in provenance. And the variety is astonishing; sugarcane grows at different latitudes and under different conditions across the Caribbean and Central and South America, meaning that the molasses used in regional rums all produce distinct flavours. All in all, this trend looks like it's here to stay.



29 DIFFERENT RUMS ARE NOW ON SALE AT WAITROSE

GOING UP WHAT WAS IN FAVOUR IN 2017

DRINK

CRAFT PORTERS & STOUTS

Darker beers containing roasted malts or barleys are getting the craft beer makeover.

HYBRID TIPPLES

Glenfiddich is finishing some of its whisky in IPA casks, giving it a hoppy flavour. Expect more cross-categorising to come.

SPANISH VERMUT

This aperitif continues to gain traction. A fortified aromatic wine, it's bitter but with a cherry base for a touch of sweetness.

PIMPING YOUR FIZZ

As our love affair with bubbles continues, we're getting creative with a raspberry or a splash of the new British cassis.

SICILIAN WINES

A landscape of both volcanic and coastal areas creates wines combining New World ripeness with crisp Italian flavours.

WINE IN A BOX

Sales of 'bag in box' have grown 26% in 10 years in France and, with 10 new boxes in Waitrose, look set for a UK boom, too.

PREMIUM MIXERS

Sales of Fever-Tree are up 74% even as other high-end tonics and mixers-with-a-twist join the market.

BITTER FLAVOURS

The classic negroni (Campari, sweet vermouth and gin) has spearheaded the move towards interesting, bitter drinks.

GARNISHES

We're customising our G&Ts with juniper berries, cucumber, a sprig of rosemary... Is it all over for ice and a slice?

MAGNUMS

Increasingly popular as a dinner-party centrepiece, more wines – and even beer – are now available in a bigger bottle.

The sin bin

Waste is seriously out of fashion...

As consumers, we increasingly like to ensure that food goes in our mouths and not in the bin – it's all part of our unrelenting focus on value.

Half of us use our freezer to rescue food that is potentially destined for the scrapheap. If something is fast-approaching its best before date and we haven't got plans to eat it pronto, we pop it into the freezer for another day. Our research found that 71% of us feel ashamed about wasting food. Among the most common questions to Waitrose Food Editor, Alison Oakervee, are queries about what to do with leftovers and which recipes can be frozen.

We have the same attitude when eating out, as more of us are now asking for a doggy bag...

YES, I TAKE ONE HOME NOW, BUT NEVER WOULD'VE DONE SO FIVE YEARS AGO 7%

YES, I USED TO DO IT SOMETIMES, BUT NOW I DO IT MORE FREQUENTLY 16%

YES (OTHER REASON) 4%

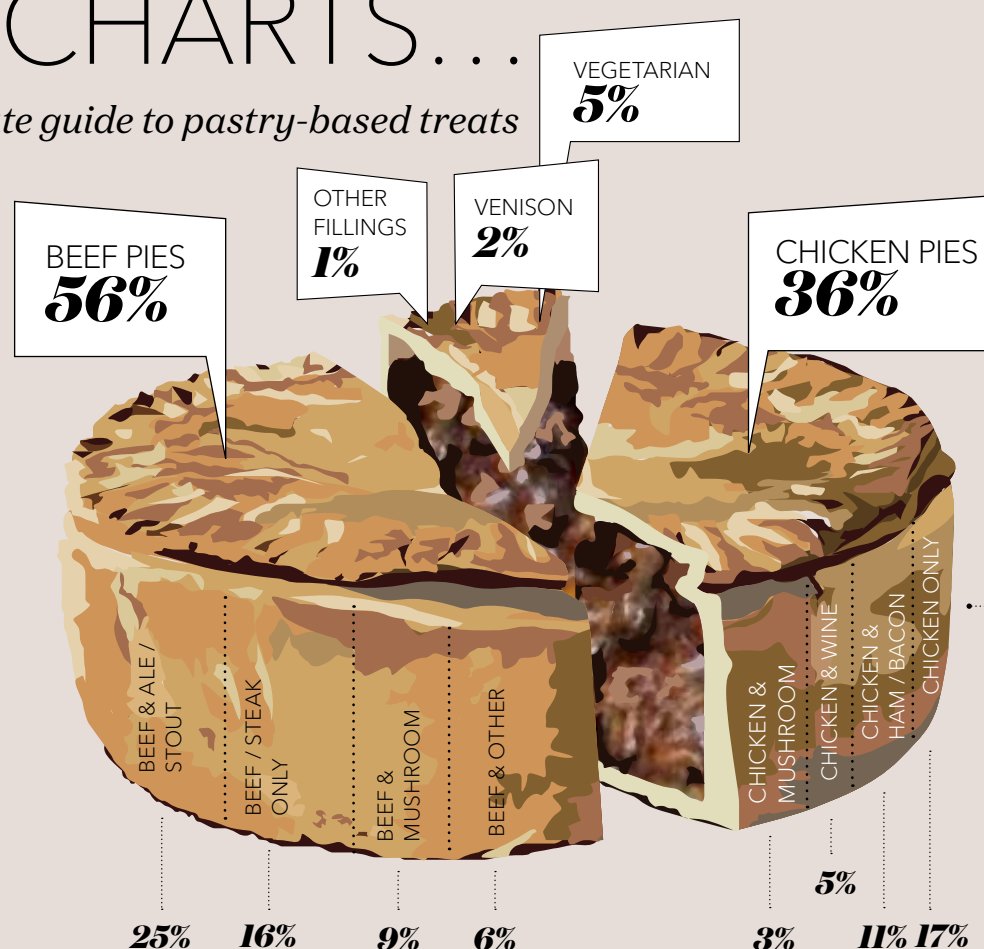
DO YOU ASK FOR A DOGGY BAG AT A RESTAURANT MORE OFTEN THAN YOU DID FIVE YEARS AGO?



PIE CHARTS...

The ultimate guide to pastry-based treats

OUR FAVOURITE FILLINGS



PEOPLE IN SHEFFIELD BUY THE MOST VEGGIE PIES

PEOPLE IN EAST ANGLIA ATE THE MOST PIES ON AVERAGE IN THE PAST YEAR

56%

OF WAITROSE'S VENISON PIES ARE SOLD WITHIN LONDON

YOU'RE MOST LIKELY TO BE SERVED A PIE FOR SUNDAY LUNCH IN GLASGOW, AND MOST LIKELY TO ORDER ONE WHEN EATING OUT IN WOLVERHAMPTON



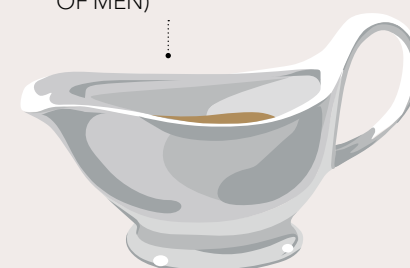
A SAUCY QUESTION...

Waitrose research has revealed the truth to the great sauce divide... The North really does prefer brown sauce to red, but Southerners are evenly split between the two.

However, the outright winner is gravy – which is a more popular accompaniment across England and Wales than either red or brown sauce. Over a third of respondents reach for the gravy boat. The surprise result is the news that 3% of us choose to add a dollop of mayo to our pie...

YOU'RE MORE LIKELY TO CHOOSE BROWN SAUCE THE OLDER YOU GET. IT'S 3 TIMES MORE POPULAR WITH OVER 45s THAN THOSE AGED 18 TO 24

40% OF WOMEN CHOOSE GRAVY WITH THEIR PIE (BUT JUST 28% OF MEN)



ON THE SIDE WHAT DO WE EAT WITH OUR PIE?



CHIPS
46%

...ARE CHOSEN MOST OFTEN IN WORCESTER



MUSHY PEAS
8%

...ARE MOST POPULAR WITH 25- TO 34-YEAR OLDS. THEY'RE THE TOP PICK IN SHEFFIELD



VEGETABLES
7%

...ARE CHOSEN BY TWICE AS MANY WOMEN (9%) AS MEN (4%)



SALAD
2%

NO ACCOMPANIMENT DON'T KNOW
4% 2%



MASH
24%



BAKED BEANS
7%

...ARE MOST LIKELY TO BE CHOSEN BY SCOTS

PREDICTIONS

Whatever next? Trends for 2018 and beyond

INDIAN STREET FOOD

Say 'namaste' to tapas-style Indian street food. Forget heavy sauces and chicken tikka masala, this trend is about smoked, grilled or seared delicacies, such as scallops in pickled ginger. Food trucks selling puris stuffed with zingy vegetables and drizzled in chutney could become a common sight. The cuisine lends itself to hybrids, such as spiced burgers or lamb keema tacos. It's Indian food like you've never seen it.

JAPANESE 'DUDE FOOD'

The light end of the Japanese food spectrum – such as miso and

noodle soup – has already had its moment in the spotlight. Now it's the turn of the indulgent end. Gutsy sharing dishes favoured in the country's izakaya bars are set to become a big thing. Whether it's yakitori skewered chicken or deep-fried tofu in broth, the trend will combine the hearty 'dude food' of the southern US states with the unctuous, rich and surprising flavours of after-hours Tokyo.

FOURTH MEAL

Breakfast, lunch and dinner are so old hat. There is growing evidence that we are starting to squeeze a small, fourth meal into our daily

routine. This is not about gluttony, rather it is about adapting our eating schedules to our busy lives. If dinner's particularly early one evening, why not have a mini cheese on toast before you go to bed? If you're going to the gym after work, why not have an energy-boosting salad mid-afternoon? Whether it's a healthy snack or an indulgent treat, we expect to see more of this in the future.

TROLLEYS, DASHED

Recent years have seen a seismic shift in food shopping habits. The

future of supermarkets looks likely to be an experiential retail space – immersive hubs where shopping is only one of the activities on offer. After all, who'd have thought 10 years ago there'd be supper clubs and wine bars in supermarkets? But with fewer of us doing a weekly 'big shop' could this mean the supersize trolley's days are numbered? If recent trends continue then it looks likely. Just a few years ago, an average Waitrose

would open with around 200 big trolleys and 150 shallow 'daily shopper' trolleys lined up outside. These days the tables have turned, with 250 shallow 'daily shoppers' and just 70 big trolleys needed.

PLANT PROTEINS

The demand for high protein foods continues, and with more of us choosing a flexitarian diet it's no wonder there's such a buzz around new plant-based proteins. Whether with pulses, shoots, grains, seeds, soy or even algae, everyone from tiny start-up companies to big brands is looking for clever new ways to add a protein punch.

