



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

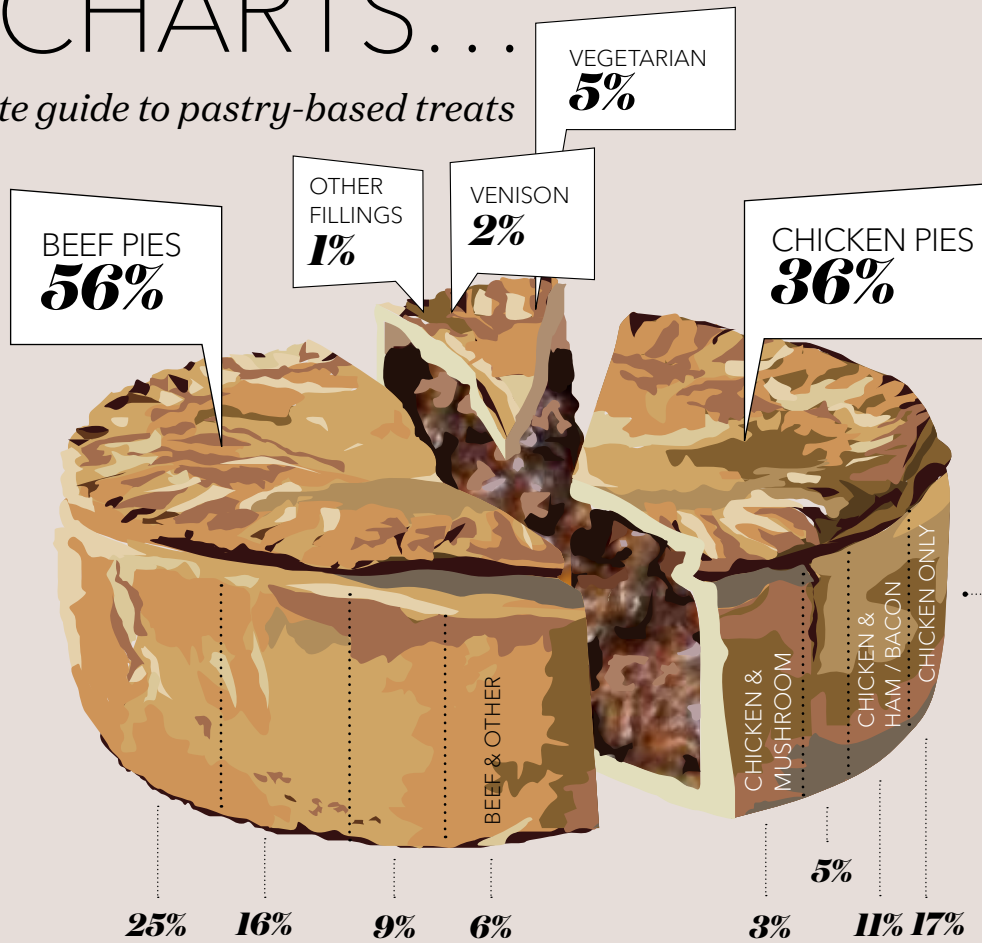
*In a year of change,
British consumers are
looking for control when
it comes to what they eat*



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

ON THE SIDE WHAT DO WE EAT WITH OUR PIE?



MASH **24%**



MUSHY PEAS **8%**

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



BAKED BEANS **7%**

...ARE MOST LIKELY TO BE CHOSEN BY SCOTS

VEGETABLES **7%**

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

SALAD **2%**

NO ACCOMPANIMENT DON'T KNOW **4% 2%**

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



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.