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Food & Drink Report go to
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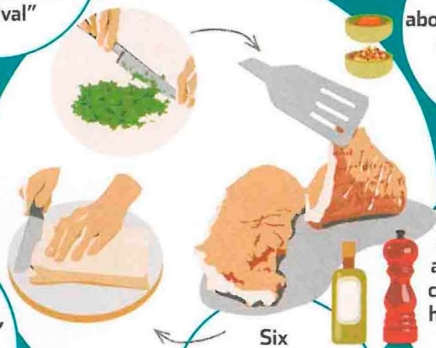
HOW PEOPLE ARE COOKING AND EATING

A third of people agree that weekdays are all about "sustenance and survival"

Shoppers say weekends are about "experimenting and celebrating with delicious food"

Almost half of shoppers say they've become more adventurous with weekend cooking in recent years

Four in 10 people say that, over the past five years, weekends have become more of an event in terms of what they eat



Six in 10 people under 24 fit into the 'weekend foodie' category

Almost a third of people under the age of 34 say they're cooking for friends at home at the weekend more than they were a year ago



Because people are buying little and often, the amount of food they're throwing out has fallen by 21% over the past seven years

Waitrose study reveals changing shopping habits

BY MATTHEW CHAPMAN & GEMMA GOLDFINGLE

Waitrose boss Mark Price warned changes in food shopping habits pose a dilemma for the big four grocers.

He said that time-poor shoppers are shopping little and often by increasingly using convenience stores or grabbing breakfast on the move. But four in 10 Brits say weekends are now more of a food event as family and friends gather to experiment with cooking.

"The real issue for Tesco, Morrisons and Sainsbury's is not so much the discounters, it's that people are shopping differently," he said as he unveiled Waitrose's *Food & Drink Report 2014*.

"They want luxurious top-end food from around the world but then they are thrifty and are looking for good value in pre-prepared food."

The report also found technology and social media are increasingly influencing how people shop and what they cook.

It revealed that enquiries from customers to the grocer via social media have overtaken those sent by email for the first time.

The most popular Waitrose-related topics on Twitter and Facebook included 'Heston', 'gluten-free', 'cheese', 'Mother's Day' and 'coffee', according to Waitrose's

second annual examination of its customers' eating habits. The study showed quinoa features a staggering 540,000 times in posts on Instagram alone.

Technology is impacting the way customers shop and Waitrose has recorded a 40% year-on-year rise in online sales. Purchases made on tablets have risen from 20% of all online sales to 26.5%.

The report uncovered seven key trends for 2014: 'time-poor shoppers'; 'global explorers'; 'weekend foodies'; 'flexitarianism'; 'permanently healthy'; 'eat it, tweet it!'; and 'rustic luxe'.

Programmes such as *The Great British Bake Off* are inspiring people to try what they see on TV more than ever before.

Price said: "Britain has become a lot thriftier, probably for the better.

"But, despite this, three things remain constant: Britons' culinary curiosity, their love of good food and their desire to eat healthily.

"Increasing numbers of people have moved from seeing eating as functional to seeing it as an experience to be relished and enjoyed."

In terms of individual products, the big winners this year have been the drink Aperol and Tunnock's teacakes, which featured in the opening ceremony of the Commonwealth Games.

Flavours in favour in 2014



HONEY



AUSTRALIAN WINE



PREMIUM TEQUILA



VENISON



STEVIA



APPLE, KALE & LIME JUICE



ALCOHOLIC ICE TEA



CHICKEN KATSU CURRY



US PALE ALE



BONE MARROW



GREEN TEAS