

# ON



BY  
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## THE SHELF

**W**aitrose kicks the year off with the addition of Canadian Chinook salmon to its fish range which is flown in every week exclusively for its supermarkets. The fish are raised on a natural diet for 12 to 24 months and are harvested and brought to market at peak condition.

The chain has made a leaflet available giving details of Canadian Chinook salmon, including recipe ideas.

Waitrose just finished monitoring performance over Christmas as this column went to press and reports home-produced and Continental cheeses selling well throughout December.

The best sellers in delicatessen were mainly seasonal lines such as smoked salmon, ham joints and pâtés, while the new range of fresh canapés and salmon roulades proved popular.

After Christmas, the Co-operative Wholesale Society reports premium yogurts going through the roof with thick and creamy varieties up 30% year on year in volume.

Bacon is static. Product group manager Louise Waggett is hopeful it will remain static throughout the year on a product that has had better days.

Desserts overall are up 50% year on year in volume, albeit from a small base. Salads are up 30%, powered by the dip sector but even if that is stripped out, they have still climbed 10%. "There's a move from the deli counter to pre-

packed salads," says Ms Waggett.

CWS commodity group manager Peter Elvin reports new launches for this month (February). They include extensions to the boxed chilled pizza range – Co-op deep and crispy pizza supreme, £2.99, deep and crispy chicken tikka pizza, £2.29 and a thin and crispy vegetable pizza, £2.59. They join pepperoni, chilli beef, cheese & tomato, ham & pineapple, bacon & mushroom, garlic pizza bread.

biggest growth area in the supermarket this year with every sector performing well," he says.

Shaved or wafer-thin meats are becoming increasingly popular and Safeway has a range of new flavours ideal for sandwiches – honey roast ham (50p/60g), chicken tikka (53p/60g), spicy beef (55p/60g), pastrami (54p/60g), smoked ham (48p/60g and £1.12/160g) and turkey (51p/60g and £1.19/160g).

Elizabeth Love, product

New to Safeway are two products with substantially reduced saturated fat content. Safeway spreadable (250g) and Safeway soft vegetable lard (500g) still claims to retain the taste; texture and versatility for cooking and baking of traditional counterparts.

Safeway spreadable is a dairy spread made with butter oil and has 25% less saturated fat than butter but, according to the company, still tastes like butter. Unlike traditional butters, it spreads straight from the fridge and can be used for spreading and cooking. It was introduced at 79p but now costs 89p.

The soft vegetable lard, priced at 39p, has 40% less saturated fat than animal lards. Unlike animal lard, Safeway's additive free soft vegetable lard can be used straight from the fridge and is ideal for cooking and baking.

Sainsbury's has launched Southern-style spicy chicken at £1.79 for 340g, Bratwurst in four-packs at 89p for 170g and a vegetable and cheese ready-to-eat pie with peppers and bamboo shoots, at £1.15 for 260g.

Marks and Spencer has added tuna pasties in packs of two made with French puff pastry and vegetarian cheese at £1.19 for 330g. The pastry product theme continues at Gateway with four new Somerfield pies – minced beef with parsnip, carrot and onion in gravy, at £1.79 for 453g, roast chicken, leek and mushroom pie with a white sauce, at £1.99 for 454g, cod prawn and broccoli pie, at £1.99 for 454g and steak and onion pie, at £1.99 for 453g.

**"Chilled Foods will still be the biggest growth area in the supermarket this year with every sector performing well."**

"It's a range we had great sales with," says Mr Elvin. "We still see chilled pizza market in fairly high growth – up 20% year on year in value. It's still a very fashionable market where all-own label and brands do well."

Mr Elvin says with people eating less in restaurants; they are taking home pre-prepared foods from the supermarket instead. He reports a turnaround in the cheaper end of the hot eating pie and chilled sausage market. Co-op brand sausages are up 30% in volume over last year but Mr Elvin says he does not think that is typical of the whole market.

"Chilled foods will still be the

manager of pre-packed cooked meats, says wafer-thin meat is an "exciting and growing sector" of the cooked meat market and has recently had a dramatic increase in popularity, mainly because of its versatility and value for money.

"The traditional view that cooked meats are rather boring is fast disappearing," she says.

Safeway delicatessen counters also stock a range of loose wafer-thin meats including pastrami (95p/quarter), smoked ham (77p/quarter), turkey (80p/quarter), chicken tikka (89p/quarter), plain chicken (95p/quarter) and honey roast ham (76p/quarter).