



BLACK STOP

We're interested in exploring it this year and will look to evolve it in future years if it's a success – One Stop customer director Lizzie Reynolds

in the grocer

One year ago

Netto makes its UK comeback after teaming up with Sainsbury's to launch a new and improved version of the Danish discounter.

Five years ago

Lidl comes under fire from animal rights group Viva! for "destroying the magic of Christmas" after introducing reindeer meat to the UK.

30 years ago

Tesco signs a deal with IBM to install 200 'mini-computers' to link its stores with head office to monitor stock levels, sales and staff.

50 years ago

Processed corned beef comes under fire for being a health risk, leading to talk of a corned beef boycott.

One Stop to trial Black Friday in c-store arena

Andrew Don

One Stop will test whether the Black Friday shopping bonanza imported from the US could work for convenience retailers at the end of this month.

Black Friday falls on 27 November this year and the Tesco subsidiary will offer a limited number of deals from 27 to 30 November, a period that incorporates the online Cyber Monday.

Discounts over the weekend have traditionally focused on electricals, technology products and toys, and One Stop said convenience had not previously had much of a part to play. But this year One Stop will test the viability of a promotional fixture



One Stop: deals on spirits, batteries, soft drinks and beer

with a range of discounts across spirits, batteries, soft drinks and beer.

Offers specifically tied to Black Friday that will run over the four days include 70cl Jack Daniel's, down from £26.99 to £18; 70cl Russian Standard Vodka down from £14 to £11; various Energizer

batteries at half price; Carlsberg 440ml 10-pack down from £8 to £6.50; and Pepsi 2-litre, Pepsi Max 2-litre and 7 Up Free 2-litre down from £1.50 to £1.

One Stop will also continue to offer its usual promotions, which it runs for three, four and five-week periods.

One Stop parent Tesco struggled last year when its Tesco Direct website buckled under the weight of orders during the Black Friday/Cyber Monday weekend, leading to two-day delays and a temporary halt to next-day deliveries.

One Stop, which comprises 770 neighbourhood stores, will flag the event up to customers this month via promotional leaflets, Twitter and Facebook.

Customer director Lizzie Reynolds said no one in the UK had really delved into whether customers would like to benefit from hard discounts on more everyday essentials during the period.

Black Friday p26

Morrisons trains 1,000 staff to deliver new fresh sarnie range

Morrisons is entering the freshly made sandwich market after declaring war on "the limp and soggy sandwich syndrome".

The supermarket is currently training 1,000 staff who will make and sell up to three million sandwiches a year in store. They will feature in a new Made by Morrisons range that also includes snacks and salads made fresh on the same day.

The sarnies will be made with fresh ingredients from the Market Street area and bread



Morrisons: it's war on the "limp and soggy sandwich"

baked in store such as focaccia and baguettes.

The sandwiches will retail between £1.50 and £2.00 and include Ham and Emmental Baguette, Mozzarella & Pesto Focaccia and New York Deli bagel.

Research from Opinium suggests 30% of shoppers would not buy sandwiches because of concern key ingredients such as lettuce might be limp, with the same number fearing the sarnies might not be fresh; 21% worry about soggy bread.

"We've been listening to customers and found many wanted their sandwiches to taste like they've just been made," said fresh provisions director Evonne Hannar. "Our team can make a sandwich just as well as high street chains."

Health at risk from desire to cut waste

Food Standards Scotland is urging consumers not to compromise health because of a desire to prevent food waste.

The public sector body has launched a new campaign called Look at the Label to raise food safety awareness and prevent food poisoning.

The organisation said Scottish consumers had conflicting priorities as they used a sight and smell test to reduce waste, risking their health by not reading labels. Look at the Label urges shoppers to spend

longer reading the use-by date, nutrition labelling, and allergens and storage advice to encourage healthier and more informed choices.

The campaign runs for one month and includes press, radio, digital, poster and trolley advertising, social media activity and PR.

"We are encouraging consumers to pay attention to date labelling, content, storage and handling information, and to look for more greens and ambers," said FSS chief executive Geoff Ogle.