

Ocado Retail Bringing the Best to Your Door with M&S Food

Tuesday 1st September 2020

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M&S products exclusively available with Ocado.com from today

- The first time ever the entire M&S Food range has been available to buy online
- Partnership brings together the UK's best high quality, great value food with the best online delivery experience
- 20,000 packets of Percy Pigs already ordered



Today, Ocado Retail is excited to announce that the first deliveries of M&S food are going out to customers. This marks the beginning of a transformational partnership between two iconic British brands, aimed at “bringing the best together” as consumers are now able to have their favourite M&S products delivered online, as part of their weekly shop.

Ocado Retail has spent the past 12 months working closely with M&S to bring this exciting range and service to customers' homes. Dedicated teams have been working behind the scenes in preparation for go-live – developing new products, preparing supply chain processes and providing thousands of data fields and photos for the website. Thanks to this collaboration, customers of Ocado Retail will find equivalent or higher quality products of their old favourites at the same or better value – alongside the full M&S Food range of 6,000 products, and 800 M&S every day clothing and home lines, brought together online for the first time.

With over 750 new products added to its existing range M&S Food enhances Ocado Retail's range of over 50,000 products – double that of the next largest grocery retailer. Together both businesses are focused on delivering quality and value with an unbeatable range spanning from the M&S Remarkable Value everyday products such as sustainably sourced Scottish salmon, RSPCA assured milk and free range eggs through to famous ranges including the plant-based Plant Kitchen range and GastroPub meals, offering customers the chance to enjoy the taste of a top-notch restaurant from home.

Ocado Retail's market leading range is backed by the best, most sustainable service to customers. Ocado's innovative technology solution provides over 97% accurate and on-time deliveries, the best service metrics for any online grocery service in the UK. Our proposition is the lowest carbon footprint way to shop in terms of emissions and food waste, with increased hygiene meaning less handling of product in our fulfilment and delivery.

Ocado Retail serves 74% of the UK population today and significant investment is being made to expand capacity, which will increase by 40% in 2021 and much further beyond.

Melanie Smith, CEO of Ocado Retail commented:

"Today Ocado Retail are bringing the best to your door with the launch of M&S products exclusively on Ocado.com. This marks the culmination of over a year of hard work by everyone involved and I am so proud of everyone at Ocado Retail and our friends at M&S for such a collaborative partnership. We are excited to be bringing the greatest range of products to loyal and new customers across the UK with the winning combination of the country's fastest growing grocer and the nation's most beloved food brand. We know this is the start of something special and as shoppers continue to move online at pace, we look forward to what the future holds."

Stuart Machin, MD of M&S Food said:

"Taking our full food range online for the first time is transformative for M&S food and brings to life our strategy to protect the magic, the delicious, quality food and trusted sourcing standards customers love – whilst modernizing the rest. This is a long-term partnership and in preparation for go-live we have listened intently to customers to deliver an even bigger, better range – with more family pack sizes, more scratch cooking ingredients, household staples and organic options. As more families shop for M&S products online, they will see the breadth that M&S food has to offer and we're confident they will find we remain serious on quality whilst also being serious about value."

- Ends -

NOTE TO ADD

Fast facts on the 1st day of M&S Food deliveries in Ocado:

Top 5 M&S Food items in most customers orders – currently:

- M&S Remarksable Select Farms British Semi Skimmed Milk 4 Pints
- M&S Remarksable Select Farms Whole Cucumber
- M&S Remarksable Select Farms Salad Onions

- M&S Remarksable Chopped Italian Tomatoes - M&S Remarksable Sweet & Crunchy Carrots
- 10 Percy Pig branded Ocado vans hitting the streets of Britain

Media Enquiries

Tulchan Communications

020 7353 4200

ocadoretail@tulchangroup.com

About Ocado Retail

Ocado Retail Ltd is a joint venture between Marks & Spencer Group and Ocado Group. It is responsible for Ocado.com and our two other retail brands: Ocado Zoom, a one-hour grocery service, and Fetch, an online pet store.

With over 639,000 active customers, we are the world's largest dedicated online supermarket. Customers benefit from an unbeatable range of over 50k products – including big-name brands, the full M&S food range, and Ocado Own Label products - unbeatable service, with more than 97% orders accurate and on-time, and the most sustainable grocery proposition with the lowest levels of food waste (0.04%) of any British grocer.

Every order is carefully packed in one of our three distribution centres using world-leading software and technology. Shopping is then delivered direct to customers using a network of regional spokes in one of our vans. Ocado developed the first grocery shopping app in 2010 and continues to develop and innovate to offer their customers the best possible experience.

For all the latest news and images, please contact the Ocado Retail Press Office at pressoffice@ocadoretail.com.

About M&S

The aim of M&S' transformation is to restore M&S to sustainable profitable growth, and this has not changed. At its Prelims results in May, M&S set out its Never the Same Again Programme—designed to use the lessons of the Covid-19 crisis and radically accelerate the pace and ambition of its transformation plan.

The aftershocks of the crisis will endure for the next year and beyond and whilst some consumer habits will return to normal, others have been changed forever. The trend towards digital has been accelerated and changes to the shape of the high street have been brought forward. Through the crisis M&S learned valuable lessons; operating as a faster more efficient and more digitally focused business and responded with pace and agility to meet changing customer needs.

Under its Never the Same Again programme, M&S is determined to make these positives permanent and accelerate the parts of its transformation to drive the opportunities in a changed consumer landscape and ensure M&S is changing for good.

M&S will never be the same again in how it works and operates; with a leaner, stronger leadership, faster more flexible ways of working, a stronger digital connection between the centre and frontline.

And is focused on its accelerated transformation priorities.

- 1: Accelerating food growth through Ocado
- 2: Unlocking value through our food supply chain
- 3: Accelerating everyday style and value
- 4: Turbocharging growth through M&S.com
- 5: Creating a store estate for the new world