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Ocado.com has launched a dedicated shopping aisle for B-Corp certified brands featuring more than 1,100 products from over 35 B-Corp certified suppliers. Dwarfing collections from other grocery retailers, the aisle has already attracted significant interest as customers look to make greener choices.

The aisle, part of Ocado's Eco Shop, has launched ahead of B-Corp month in March and includes well-known brands such as Ella's Kitchen, Innocent, Method, Charlie Bingham's, Pip & Nut, Teapigs, PROPER, Alpro, Ben & Jerry's and Cheeky Panda, among others.

Jo West, head of sustainability at Ocado Retail says: "Our B-Corp aisle is a really positive step for both our customers and our sustainability efforts. We're delighted to be making greener choices easier for Ocado customers by gathering all these amazing brands that have made a commitment to building a more sustainable future, in one easy-to-find place."

The B-Corp aisle is part of Ocado Retail's wider commitment to sustainability. The company already has very low food wastage, thanks to a short supply chain, at just 0.04% and has an ambition to become net zero by 2040. Ocado Zoom, its same-day delivery service, has also just completed a trial of electric and electric-assisted vehicles in West London - an important step in the expansion of a non-emitting fleet.

The B-Corp community seeks to be a force for good in the world by reducing inequality, strengthening communities and protecting the environment. Companies must pass an impact assessment over several months which evaluates how a company's operations and business model impact workers, community, environment, and customers. Only companies that meet the highest standards are successfully certified and the process is notoriously thorough. The movement has gained significant momentum, certifying 3,790 companies to date, across 50 industries in 70+ countries.

About Ocado Retail

Ocado Retail Ltd is a joint venture between Marks & Spencer Group and Ocado Group. It is responsible for Ocado.com and Ocado Zoom.

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 more information, please contact pressoffice@ocadoretail.com