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Ocado.com has launched a major refresh of its own-range products, part of the company's wider rebrand from green 'apple' to purple 'grape'. The newly refreshed range includes new products, enhanced sustainability credentials, including 27 tonnes less plastic and the removal of 9 million non-essential packaging components, based on sales in 2020, as well as new bright, contemporary artwork. The range has a new look and feel but continues to deliver the same top-rated quality and great prices that Ocado customers have come to expect.

The full range of refreshed Ocado own-range products will be available to purchase online at [ocado.com](https://www.ocado.com) from Wednesday 17th March 2021.

### **Standout range**

Ocado's much-loved own-range comprises over 530 products at competitive prices, including kitchen-classics such as coffee, berries, salad and tinned goods, many of which have accumulated consistent 5-star customer reviews.

There are brand new additions to the range, such as Moroccan Inspired Houmous, Cheese & Chive Dip and Chimichurri British Flat Iron Steak. Fairly priced, the new products bolster Ocado's famously wide range of over 49,000 products. There will also be new items revealed gradually as part of seasonal offerings throughout the year.

The bold new packaging design has been created in collaboration with design-led creative company, Jones Knowles Ritchie (JKR). Being an online retailer with a digital-first approach, it is important for Ocado that products look great on screens of all sizes, as well as at home in cupboards and fridges. To make the products stand out, the new packaging features bright, vibrant colours and product-inspired artwork.

### **The UK's most sustainable grocer - always improving our packaging**

As the UK's most sustainable grocer, improving the green credentials of the own-range packaging was a high priority for Ocado. Across the range, 27 tonnes less plastic

packaging has been used, 640,000 plastic nets have been taken away and at least 9 million non-essential packaging components have been removed. As part of these efforts, the new packaging includes a number of modifications. For example, instead of an adhesive label on Ocado own-range egg boxes, the new design has product information printed directly onto the box, which has in itself saved 10 tonnes of paper per year, and the colour has changed from green to white - both changes making it easier to recycle.

Ocado recognises the importance of ensuring that its impact on people, animals and the environment is positive and sustainable in the long term - this has been front of mind during the development of the refreshed range. Ocado's long-standing commitment to high standards of animal welfare has been upheld, ensuring that all milk, poultry and UK-sourced red meat are from suppliers that adhere to the Red Tractor Standards. In addition, all own-range eggs are free-range and all fish is sustainably and responsibly sourced.

Ocado is a founding member of the UK Plastics Pact - a group of businesses working together to create a circular economy for plastics to keep them out of the natural environment. As part of this, PVC, polystyrene and black plastics have been eliminated from all own-range packaging and it is Ocado's intention for all items to be 100% recyclable and made from at least 30% recycled materials by 2025.

### **Own-range and wider rebrand**

Since Ocado began in 2000, a lot has changed with the rise of digital and the company recognises the importance of making the brand stand out on all digital platforms, not just desktop. As part of the wider rebrand, Ocado has refreshed its font and swirl logo - making them more distinctive when viewed in a small size, on a phone screen for example. The new custom font, Ocado Full Fig, has been designed exclusively by type foundry F37 and complements the redrawn logo. The new colour of purple, inspired by grapes, was selected in order to give the brand a more distinct identity in the grocery retail market which already has many shades of green. The font, logo and new colour mark the beginning of Ocado's future with new supply partner, Marks & Spencer.

**Rachel Cox Reynolds, head of own-range and technical compliance says:** "We have been busy working on a new look and feel to the Ocado own-range for some time now and are delighted to be able to share the final results. Each and every one of our own-range items has received a fresh makeover featuring brighter colours and bolder patterns, just in time for the Spring.

"These products, with their updated imagery, continue to demonstrate the great quality that Ocado customers have come to expect, whilst also offering superb value for money for our customers."

**Laura Harricks, chief customer officer at Ocado Retail says:** "It's so important to us that we are able to delight customers through our range, value and convenience but we also recognise the importance of ensuring that our impact on people, animals and the environment is positive and sustainable in the long term.

“We’re delighted that the refreshed collection has given us the opportunity to improve the sustainability-credentials of our own-range packaging whilst maintaining high quality and great prices. We are proud of the steps forward we’ve made here - the bright, bold packaging is just the icing on the cake.”

**For more information, please contact [ocadoretail@tulchangroup.com](mailto: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 Ocado Zoom.

With over 625,000 active customers, we are the world’s largest dedicated online supermarket. Customers benefit from an unbeatable range of over 49,000 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 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.