



Retail Observations On-line New and Re-launched Products

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15th August 2022

Agenda

Online retailer observations on 15th August 2022



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New product observation summary



Retailer	Ambient Seafood	Chilled Seafood	Frozen Seafood	Total New Products
Morrisons	4	1	0	5
M&S	1	2	0	3
Ocado	2	1	0	3
Tesco	1	0	0	1
Waitrose	0	2	0	2
Total New Products	8	6	0	14

Morrison's New Products

Online observations 15/08/2022

Chilled (1)



Ambient (4)



M&S New Products

Online observations 15/08/2022

M&S

Chilled (2)



Ambient (1)



seafish

Ocado New Products

Online observations 15/08/2022



Chilled (1)



Ambient (2)



Tesco New Products

Online observations 15/08/2022



Ambient (1)



Waitrose New Products

Online observations 15/08/2022

WAITROSE
& PARTNERS

Chilled (2)



Thank you

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