



# Retail Observations On-line New and Re-launched Products

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11th November 2022

# Agenda

Online retailer observations on 11<sup>th</sup> November 2022



**01** New product observation summary

**02** Morrisons

**03** Ocado

**04** Sainsburys

**05** Waitrose

**06** Contact details

# New product observation summary



Retailer	Ambient Seafood	Chilled Seafood	Frozen Seafood	Total New Products
Asda	0	0	0	0
Iceland	0	0	0	0
Morrisons	1	0	0	1
Ocado	1	2	2	5
Sainsburys	3	3	0	6
Waitrose	0	3	0	3
Total New Products	5	8	2	15

# Morrisons New Products

## Online observations 11/11/2022

Ambient (1)



# Ocado New Products

## Online observations 11/11/2022

Frozen (2)



Chilled (2)



Ambient (1)



# Sainsburys New Products

## Online observations 11/11/2022

Sainsbury's

Chilled (3)



Ambient (3)



# Waitrose New Products

## Online observations 11/11/2022

WAITROSE  
& PARTNERS

Chilled (3)



# Thank you

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