



Retail Observations On-line New and Re-launched Products

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Presentation to:

4th March 2022

Agenda

Online retailer observations on 4th March 2022



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- [02](#) Iceland
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New product observation summary



Retailer	Ambient Seafood	Chilled Seafood	Frozen Seafood	Total New Products
Iceland	0	0	3	3
Morrisons	1	0	0	1
M&S at Ocado	0	3	1	4
Ocado	6	24	0	30
Sainsburys	0	1	0	1
Waitrose	1	1	0	2
Total New Products	8	29	4	41

Iceland New Products

Online observations 04/03/2022

Iceland

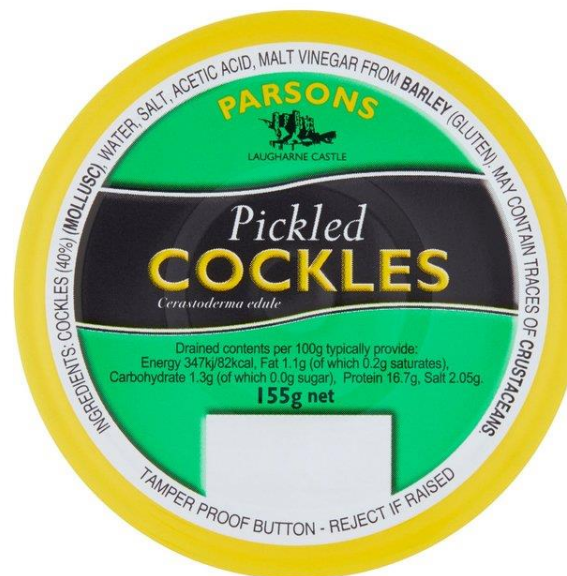
Frozen (3)



Morrisons New Products

Online observations 04/03/2022

Ambient (1)



M&S at Ocado New Products

Online observations 04/03/2022

M&S

EST. 1884

Chilled (3)



Frozen (1)

Ocado New Products

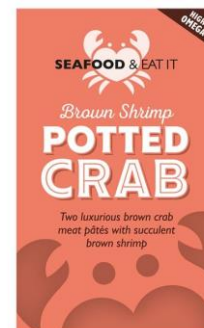
Online observations 04/03/2022



Ambient (6)



Chilled (24)



See next slide for 18 more chilled products >



The fish market

Fresh from Britain.



Sainsburys New Products

Online observations 04/03/2022

Chilled (1)

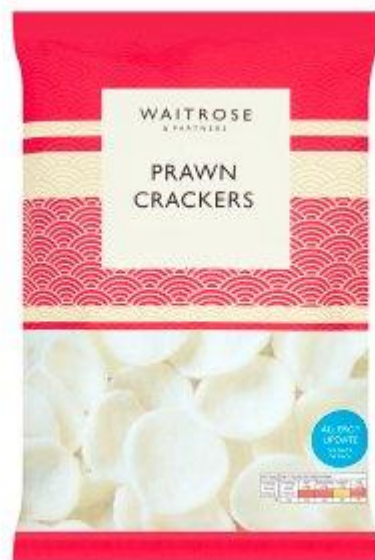


Waitrose New Products

Online observations 04/03/2022

WAITROSE
& PARTNERS

Ambient (1)



Chilled (1)



Thank you

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