



Retail Observations On-line New and Re-launched Products

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Presentation to:

4th April 2022

Agenda

Online retailer observations on 4th April 2022



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New product observation summary



Retailer	Ambient Seafood	Chilled Seafood	Frozen Seafood	Total New Products
Asda	0	2	0	2
Iceland	0	0	8	8
Morrisons	0	3	1	4
Ocado	4	9	0	13
Sainsburys	1	3	1	5
Tesco	0	1	0	1
Waitrose	0	2	1	3
Total New Products	5	20	11	36

Asda New Products

Online observations 04/04/2022

ASDA

Chilled (2)



seafish

Iceland New Products

Online observations 04/04/2022

Iceland

Frozen (8)



Morrison's New Products

Online observations 04/04/2022

Chilled (3)

Frozen (1)

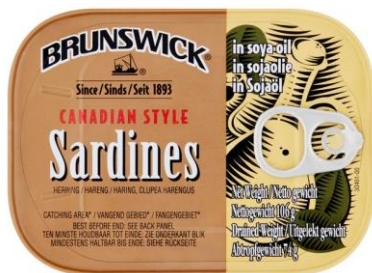


Ocado New Products

Online observations 04/04/2022



Ambient (4)



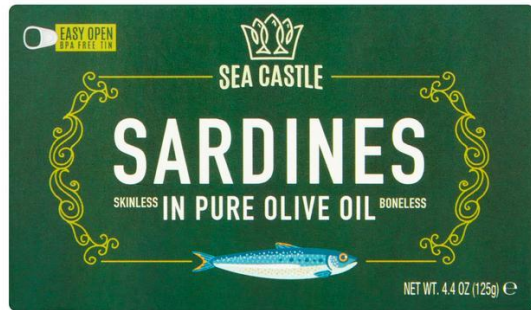
Chilled (9)



Sainsburys New Products

Online observations 04/04/2022

Ambient (1)



Chilled (3)



Frozen (1)



Tesco New Products

Online observations 04/04/2022



Chilled (1)



Waitrose New Products

Online observations 04/04/2022

WAITROSE
& PARTNERS

Chilled (2)



Frozen (1)



Thank you

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