



FSA Webinar
4th August 2021

Mark Cowley – Retail Operations Product Owner (Project Lead)
Claire Florey – Food Safety and Regulatory Affairs Manager



Who are we?



What we do

We are a modern food-on-the-go retailer that sells millions of sausage rolls every week (and lots of other great products too).



Manufacturing

We make great tasting, freshly prepared food, that customers can trust, in our own bakeries.



Logistics

We move our products from our bakeries to our shops ourselves, which helps us to keep our prices as low as possible.



Customer channels

We now have over 2,000 modern shops across the UK, including 328 with franchise partners, located where our customers want us to be. Our delivery and wholesale partnerships mean more and more customers can enjoy Greggs from the comfort of their own homes.



People

We have more than 21,500 amazing people, working together to provide our customers with the best experience, day in, day out.



Customer relationships

Through our award-winning loyalty scheme, Greggs Rewards, we are building long-term connections with our customers.



Who are we? (continued)



What makes us different

We are a much-loved and trusted brand that has been making life taste better for our customers, in many ways, for over 80 years.

Purpose

To make good, freshly prepared food accessible to everyone.

Quality

We want our products to be the best they can be.

Convenience

We want to be able to serve customers wherever, whenever and however they choose.

Value

We offer great value in extremely competitive market place.

Service

We provide customers with fast and friendly service, fixing issues without a fuss and rewarding them for their loyalty.

The Greggs Pledge: Dedicated to Doing Good

Stronger, Healthier Communities

We pledge to play our part in improving the nation's diet by helping to tackle obesity, providing free breakfasts to school children, and giving surplus food to those who need it most.

Safer Planet

We pledge to become a carbon neutral, zero waste business.

Better Business

We pledge to increase the diversity of our workforce, and to use our purchasing power responsibly, with the aim of making things better in our supply chain.



The past 18-24 months....



Our progress so far...



**Allergen
Working
Group**

**Trial -
Labelling
sandwiches**

**Allergen
Management**

**Digital
Allergen
Guide**

Other focus areas...



**Allergen
removal**



Culture



Training



**Complaint
Process**



**External
Engagement**



Allergen labelling

Our journey....

Our approach



2021 roll out:

- May – 2 shops
- June – 20 shops
- Early July – 46 shops
- End of July – 100 shops
- By September – All shops

'Keeping Customers Safe'

- **Multidisciplinary steering and working groups**
- **Communication and Engagement**
- **Simplification of systems and processes**
- **Thorough testing of our systems ahead of roll out**
- **Secondary checks**
- **Training and support packs**
- **Area Champions**



First, we had to decide what is PPDS?



Individual products sold
behind the counter



Multiple products packed
for the customers to select



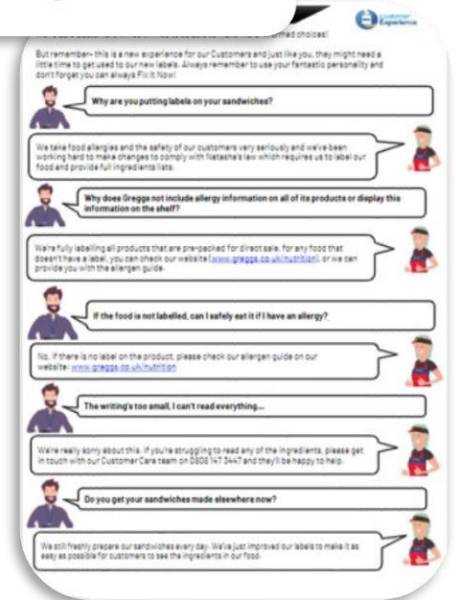
Sandwich in a fridge
that is chosen by the
customer



Can be prepared after
the customer has
ordered or prior to
customer order

Engagement

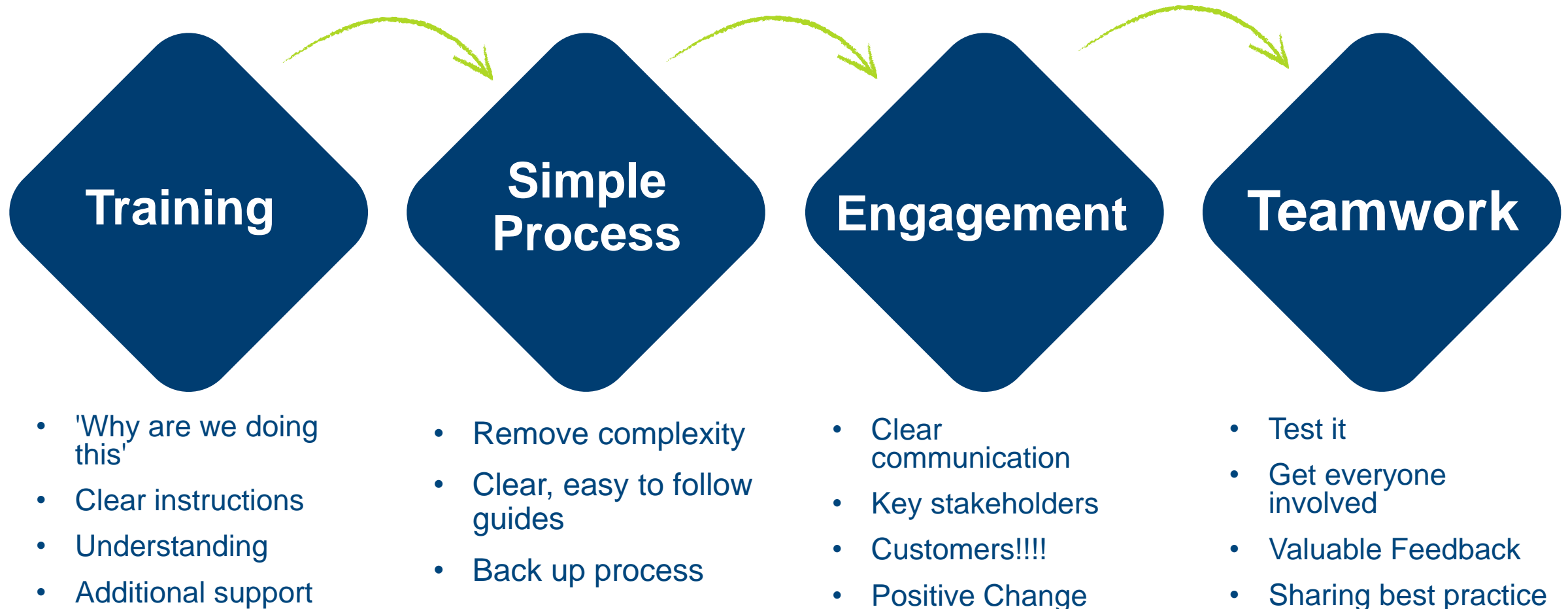
- Shop Training
- Labelling guides
- Troubleshooting
- Support Packs
- 'Countdown'
- Customer FAQ's



Greggs 'Top Tips'



Getting ready for 1st October 2021.... Keeping Customers Safe





Any questions?

