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News Release

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Waitrose adds Quarter of a Million New Shoppers

Sales performances in the grocery sector continue to strengthen with YoY unit sales growing at 1% in the four weeks to 13th June, compared to an annual negative growth of -1.5%. In value terms growth in the sector accelerated to +5% for latest 12 weeks, up on annual gains of +3.6% (source: Nielsen Scantrack).

Mike Watkins, Senior Manager Retailer Services at Nielsen commented:

“Individual retailer performances have been much closer over recent weeks with all food retailers benefiting from the warmer weather, slowing food inflation and improved unit growths. In the last quarter Asda, Sainsbury’s and Morrisons have performed well and in the latest 4 weeks Waitrose has also turned in an impressive performance with a growth of 8.4% in the 4 weeks to 13th June.”

Nielsen can report that almost a quarter of a million new shoppers have visited Waitrose in the last 4 weeks compared to the same period last year and spend per visit is also up at over 5%.

He added, “Waitrose have gained a strong momentum going into the summer which is the time of year that brings incremental sales for fresh foods. With new stores opening and a major media campaign in early June to support the launch of the retailer’s essential own label range, the outlook, based on recent performance, is positive. It appears that shoppers are remaining loyal to the retailer and are seeing the benefit of the re-priced and re-packaged private label.”

Continued.



Table 1: **12 Weekly** % Share of grocery market spend by Retailer

<i>Retailer</i>	<i>12w/e 14/06/08</i>	<i>12 w/e 13/06/09</i>	<i>Value Sales % Change</i>
Tesco	28.0	28.2	6.6
Asda	15.2	15.7	9.3
Sainsbury	14.3	14.7	8.7
Morrisons	10.4	10.7	8.7
Co-op	6.3	6.1	3.9
Waitrose	3.5	3.5	7.9
M&S	3.7	3.6	4.4
Somerfield	3.6	3.0	-10.9
Iceland	1.7	1.8	1 2

The figures in the table are based on 12 weeks sales through to 13th June 2009 compared with the same 12 week period in 2008
Source: Nielsen Total Till, Nielsen Homescan

About Nielsen Homescan Total Till: Unless otherwise stated, data is based on all purchases, bar-coded and non bar-coded, brought back into the home from any outlet by an in-home scanning panel of more than 14,500 households. Total spend includes all items stocked by any outlet, including grocery, durables and clothing

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