

HARRODS & EU PROTECTED PRODUCE



Case Study: Food Glorious British Food Campaign

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Harrods

AGENDA

- BRIEF HISTORY OF HARRODS AND THE FOOD HALLS
- OUR MOTTO AND CORE VALUES
- FOOD'S CORE VALUES
- MARKET TRENDS IN THE UK
- FOOD GLORIOUS BRITISH FOOD CAMPAIGN
– BRITISH PROTECTED FOODS AT HARRODS

BRIEF HISTORY OF HARRODS



- Started as a tea merchant in 1849 – food remains at Harrods' heart

The "Moving Staircase"

PRESS OPINIONS:—

Warehousman and Draper.

"There can be no doubt as to the usefulness of the invention, and they should soon be in general use in railway stations, public buildings, hotels, warehouses, &c.

Tenders and Contracts.

"The possibilities before the new staircase seem endless. As far as the shops are concerned, it seems as though it would solve the difficulty of getting people to do their shopping higher than the first floor."



Morning Post.

"A remarkable substitute for the ordinary lift or elevator, which is quite a novelty in this country. . . . There need never be any of those vexatious waits which occur when an ordinary lift is in use."

Sketch.

"By a delightful movement which is both exhilarating and fascinating, you are carried from floor to floor without the least effort and without any of those unpleasant thrills which lifts always succeed in giving to nervous persons. . . . I think they will find it so popular that there will scarcely be a store or a great trading business in London that will not be glad to institute the same invention."

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BRIEF HISTORY OF HARRODS' FOOD HALLS



- World renowned for fine foods and wines
- Expert food buyers source the highest quality products from all four corners of the globe

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OUR MOTTO AND CORE VALUES



OMNIA OMNIBUS UBIQUE

Everything
for everybody,
everywhere

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THE FOOD HALLS CORE VISION AND VALUES



- Authenticity
- Quality
- Heritage
- Tradition
- Provenance
- Uniqueness

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MARKET TRENDS IN THE UK



- British consumers are becoming increasingly interested in food and its provenance
- The trend for locally produced food of British origin is more important than ever
- We have capitalised on this trend, raising the profile of authentic, British foods and protected produce

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BRITISH PROTECTED FOODS AND HARRODS

OBJECTIVE

- Raise awareness and educate our customers on protected British foods

STRATEGY

- Create a partnership with ADAS – EU's Protected Food Name Scheme in the UK – to launch this new campaign

The Harrods logo, featuring the word "Harrods" in a stylized, cursive script font.

HOW DID WE IMPLEMENT THE CAMPAIGN?



We used the national British Food Fortnight celebration as a platform to communicate, educate and raise the profile of British protected foods.

17th September to
2nd October 2011

The Harrods logo, featuring the brand name in a black, elegant script font.

WHAT EVENTS AND ACTIVITIES WERE IMPLEMENTED?

- 19 of the 44 of Britain's protected foods were offered in the Food Halls, their status was highlighted using the EU logos
- Our chefs created menus using British protected foods in our restaurants and on the Traiteur counter
- Our farmers and producers offered samples of protected produce in the store every day

WHAT EVENTS AND ACTIVITIES WERE IMPLEMENTED?



- We crafted unique and exclusive chocolates and breads using British protected ingredients
- We created an educational leaflet that was distributed to customers in-store
- We organised a protected cheese and drink tasting event for top customers

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LEAFLET FOR CUSTOMERS



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SOME IN-STORE HIGHLIGHTS...



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LETTING OUR ARTISANAL PRODUCERS DO THE TALKING...



A few
some
produc

“Generations of local farming families have created the foundation of our world-renowned Scottish meat industry. I feel enormously proud to be supporting our farmers’ affinity to the land and livestock, and to be sustaining the production of high-

Provenance
is
everything

“I am passionate about UK ingredients and spend a lot of time

“Our reason
of eati

“Scottish smoked salmon has gained a world-class reputation for its quality and unique flavour. The fact that PGI status has been granted to Scottish farmed salmon provides yet another quality mark that delivers complete transparency at a time when food provenance has never been so important.”

Mark Osbourne, Coln Valley

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RESULTS AND FUTURE OPPORTUNITIES

RESULTS

- Sales results were positive during the promotion
- The greatest impact was the increased awareness of British protected product amongst our customers and employees

FUTURE OPPORTUNITIES

- Highlighting the official logos of the EU's Protected Food Name scheme on all European products throughout the Food Halls

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THANK YOU

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