# HARRODS & EU PROTECTED PRODUCE

Case Study: Food Glorious British Food Campaign

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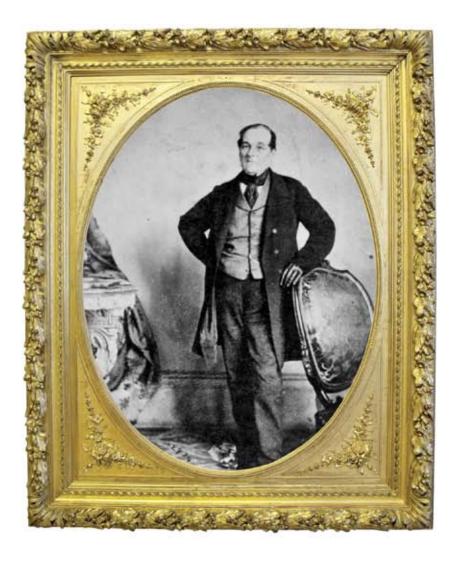


#### **AGENDA**

- 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





#### 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



## OUR MOTTO AND CORE VALUES



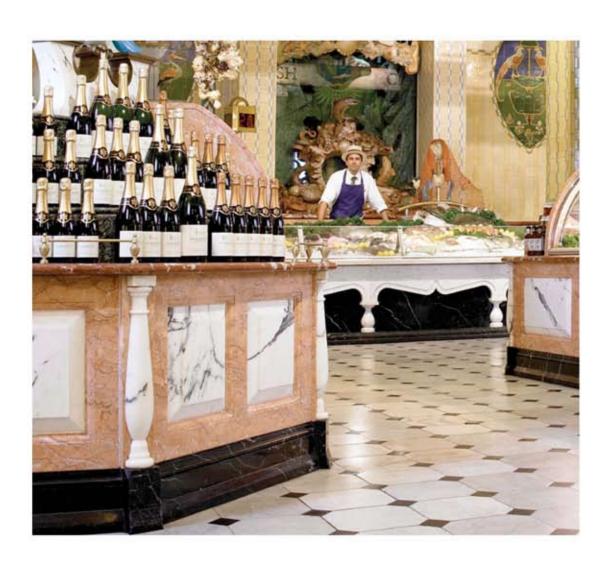


OMNIA OMNIBUS UBIQUE

Everything for everybody, everywhere



## THE FOOD HALLS CORE VISION AND VALUES



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



#### 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



#### 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



#### 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



# 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



## LEAFLET FOR CUSTOMERS













## SOME IN-STORE HIGHLIGHTS...



# LETTING OUR ARTISANAL PRODUCERS DO THE TALKING...





#### 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



