

Hands up! who wants
C.W.S. FISH & MEAT PASTE
sandwiches!

Everyone, of course, loves "more-ish" sandwiches made with C.W.S. Fish and Meat Pastes. The many delicious varieties make it so easy to put up a meal at any time. Buy a jar or two from your Co-operative Society for the family. Once tempted to try them, they'll always want more!

FISH & MEAT PASTES

As good as
they look!

and don't the
kiddies love them!

C.W.S. SWEETS

a C.W.S. Reddish speciality
from Co-operative Societies everywhere

Entertaining 'at home'
- Exciting 'outdoors'

Magical meals and perfect picnics—with these two guests of honour to make the occasion a success! Put the finishing 'tang' to sandwiches and salads—buy a jar of each of these favourites-to-be from your Co-operative Society.

C.W.S. SALAD CREAM & SANDWICH SPREAD

Printed by the Co-operative Wholesale Society Limited at the Printing Works of Messrs. J. & W. T. Lister, Ltd., Leeds, and Boston.

Everybody
says...
Scrumptious!

Watch their eyes light up when they see these delicious true-tasting fish and meat pastes on the table! For a quick meal with appeal say WAVEHEY!

FISH AND MEAT PASTES

FROM CO-OPERATIVE SOCIETIES EVERYWHERE

My Secret is -
Federation

SELF-RAISING
FLOUR

-buy it Today!

FROM CO-OPERATIVE SOCIETIES EVERYWHERE

as good as they look!
C.W.S. Table Jellies

WHEN preparing a party, or racking your brains for something different for tea, it's so handy to go to the pantry for a packet or two of C.W.S. Jellies. How good they look! How delightful they taste!

C.W.S. JELLIES

OBTAINABLE FROM CO-OPERATIVE SOCIETIES EVERYWHERE

70 years of convenience

**co
op**

It's what we do

Foreword

Matt Hood, Co-Managing Director, Co-op Food

Co-op has a rich history and is one of the most iconic brands, and we're seeing a likeness in shopping behaviours now to what we would've expected in the 1950s. Whilst we're starting to see a return to the post-pandemic norm, there has been a permanent shift in consumer behaviour. People are increasingly watching what they spend to get value for money, they're cutting back on treats and in even more recent times, are rationing certain products.

The frequency of shopping is also back to what it would have been decades ago, with people visiting a store a number of times a week rather than doing one big weekly shop, with home-grown produce being high on the agenda. 1953 was also a landmark year for British agriculture as it was the first time in over a decade that consumers helped to determine how much profit farmers would make. These are similar values to those still held today as there is an increased focus on supporting British farming communities.

As a community retailer and with a store in every postal area, the Co-op is uniquely placed to serve our customers and members throughout these moments in time and be present for this next historical milestone.

Intro

Kate Williams, British Historian and Author

As the nation gears up to celebrate such a historical moment, this report looks back on how we were shopping and what we were buying in the 1950s and highlights how some traditions are still in place today.

There were limitations for storing food in the home as refrigerators were only just becoming popular, so during this time period, most homes stored their food in a cold cellar or larder, some even used a cold hole in the garden with a stone on top.

It was also a common trend for women to do the shopping every day, mainly for meat and vegetables, visiting the butcher, grocer and baker as well as the supermarket as part of their daily routine. This shopping pattern fitted in with shoppers' social needs, as going food shopping was a way for customers to interact and engage with others within the community.

And the 1950s were an important transitional period in the UK as most foods were coming off the ration. Rationing of all food came to an end in 1954, but 1953 saw some crucial items come off ration, including sweets, which was perfect timing for a celebration and saw advertisers capitalise on this moment, as they expected huge demand.

The Coronation was an amazingly exciting day and Britain, still recovering from the dark days of World War II, lit up in celebration. Food was at the heart of these celebrations as many were coming off long ration periods, so many families indulged in their favourite treats. This year, patriotic spirit is already gripping the nation as we get ready for thousands of street parties and celebrations stretching the length and breadth of the country, and it will be an emotional moment to watch how everyone celebrates.



Typical shopper in the 1950s



Shopped every day



Fruit and veg



Visited the butcher, grocer and baker every day



Milk was delivered fresh



Most of the food was home cooked and traditional



Women did the shopping

Typical shopper profile in 1965



Once a week



Mainly women



Aged 35-54

Typical shopper profile in 2015



3.8 visits a week



Mainly women



Average age 48

Typical shopper profile in 2022



4.8 items per basket

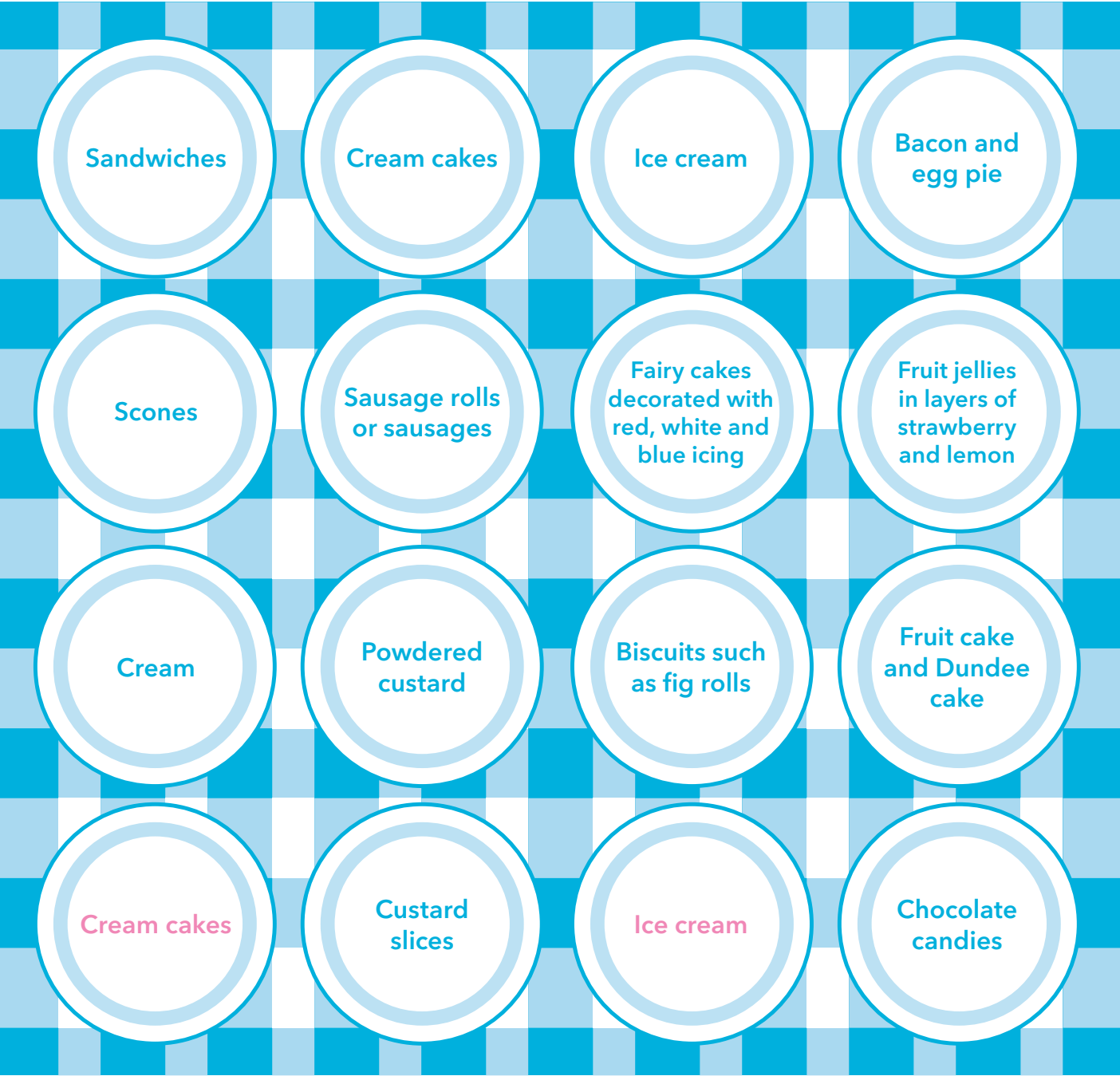


Sunday most popular day



In the rationed foods section is bread, butter, margarine, English cucumbers and cartons of puffed wheat. Inside what is believed to be a Co-op supermarket in Derby in the 1950s by The Derby Telegraph

1953 street party favourites:



21st Century Celebration

Top 10 items predicted to be in Co-op baskets for Jubilee celebrations

- English sparkling wine
- Meringue nests
- Ice cream cones/wafers
- Ice pops
- Lyles and Askeys syrups
- Jam
- Victoria slices



Eating out and takeaways, other than fish and chips, were not a common activity, so most of the food was home cooked and traditional. 70 years on, 17 per cent will be celebrating with a British classic, such as Fish and Chips or Sausage and Mash.



As the UK is gearing up to see thousands of people celebrating, afternoon tea (21%) and picnics (11%) will still be popular, but not everyone will be taking the traditional route, as 31% are choosing to host a BBQ instead. Whilst takeaways were extremely rare in the 1950s, this year 16% will be choosing to order in a meal, with 8% treating themselves to a curry.

A Celebratory Feast

Food has always played a key part in celebrations, even when it was in short supply or being rationed, and in 1953 tea parties were traditionally British, dominated by sandwiches and sweet foods.

Britain was still weighed down after years of scarcity and rationed foods included sugar, butter, and margarine, which made baking a real treat. Flour, however, had come off ration in 1948 and in May 1950, many other 'tea party' items came off ration, including chocolate biscuits, mincemeat, canned and dried fruit, syrup, treacle and jellies. Tea came off ration in 1952, just in time for tea parties!

Cheese and meats were still being rationed so spam, meat paste and canned fish were all firm sandwich filling favourites, and we still see them as popular choices today, with sales having continued to increase by as much as 90%. Crusts would not be removed as this would be wasteful, and open sandwiches were becoming very popular. White bread was either bought from the bakery or some cooks made their own.

Whilst now considered a British classic, Coronation Chicken was unique because the ingredients were just coming off ration, and chicken and spices were rare. Chickens were quite difficult to come by, and spices had been impossible to get in the war. The dish was a reference to the Commonwealth and to India and in its traditional days was described as chicken boned and coated in cream curry sauce, accompanied by a salad of rice, green peas and pimentos.

Meat was mostly still on ration and it was only two shillings a week of meat, which was very little. Bacon and egg pie was a real treat, for it needed rationed foods such as bacon and fat for the pastry. Sausage rolls were also a treat as sausage meat was often poor and scarce. The humble sausage roll is expected to make an appearance on most buffet tables this year, but often with a twist and to bring in flavours from around the world.



Today, sandwiches still remain a staple of many lunches, with more than 70,000,000 being sold each year and sales have increased by 25% in the last year



Co-op Coronation Chicken Sub Roll

The Sweetest Thing

Just in time for The Coronation, sweets had come off ration. Children could now buy sweets from the sweetshop and there was a transition from loose sweets in jars, chosen from the sweetshop, to packets of wrapped sweets, as seen in grocery stores.

And some traditional sweets are still among the most popular today in grocery stores. They include:

- Wine gums
- Bon bons
- Liquorice allsorts
- Rhubarb and custard

Jellies were hugely popular and have made a comeback during the pandemic and beyond. Jelly moulds, decorated jelly and coloured layers of jelly were all the rage and would've been featured on most tea tables, along with evaporated milk, artificial cream, some real cream and ice cream. As noted in the jelly section above, jelly came off ration in 1950 and was advertised widely after that.



Sales of jelly rose by as much as 300% in the last two years



Raising A Glass

Tea has become firmly established as part of the British way of life, and with the first tea bag being produced in Britain from Tetley's factory in Osborne Street, Bletchley in 1953, many would have been sipping on a brew as they watched The Coronation.

Whilst many will be turning to this favourite this year, others are toasting the day with a glass of their favourite wine, with sales expected to increase by as much as 50% in the run up to the weekend. And if the sun is out, opening up more at-home drinking occasions, sales of rosé wine would be expected to increase by as much as 80%.

This Jubilee bank holiday weekend, we're expecting to sell 500,000 more bottles of wine, more than at Christmas. Wine sales are expected to be up 30%, with English wine sales set to double.



Over 10 million boxes of tea were sold at Co-op in the last year



Red, White And Blue: How Celebrations Have Changed Since The Coronation

From fairy cakes and confectionery, to clothes and costumes, red, white, and blue was the theme of the day in 1953.

Communities decorated the streets with ribbons, bunting and flags, ready to celebrate the big day. Each household donated its tables and chairs to the cause, which were joined together and placed outside to enable the tea party to stretch down the entire street.

Children in particular found this celebratory time extra exciting. With confectionery, cream and treacle only recently removed from the UK's ration lists, The Coronation was the very first time many children had experienced eating such food items. The idea of decorative food had disappeared during the war as making food look appealing was often viewed as wasteful. Now the war was over, food could be enjoyed for its appearance as well as its taste.

Our research shows that there will be many similarities between celebrations taking place this year and those back in 1953. It's estimated that 39 million adults will be doing something to celebrate, with 4.1 million adults marking the joyous milestone by attending a street party during the special bank holiday weekend, and one third (34%) of 16- to 24-year-olds will be celebrating with their friends.

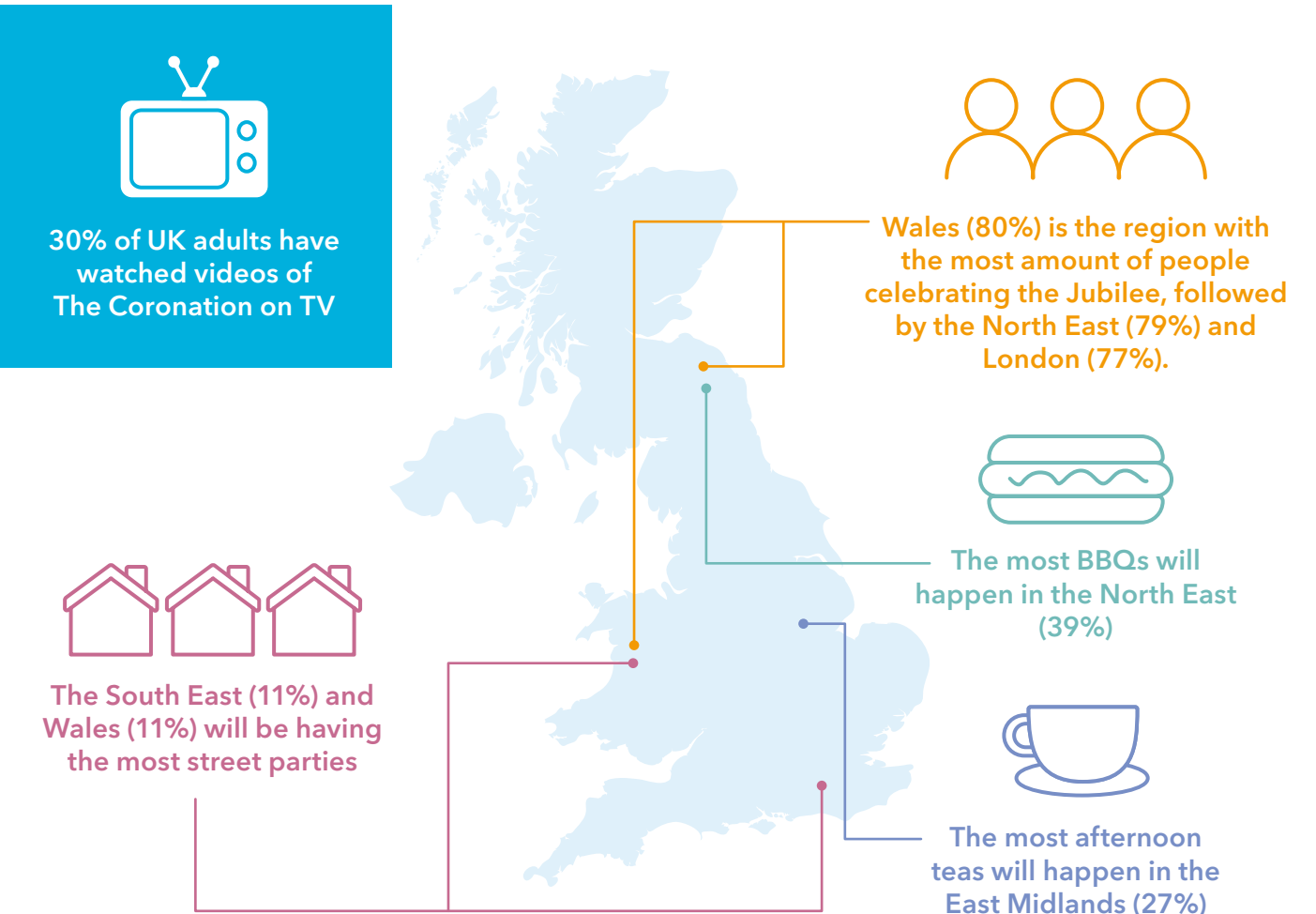
The survey also revealed that an estimated 3.7 million will wear red, white, and blue items of clothing to mark the Platinum Jubilee, alongside Union Jack adorned accessories.



39 million UK adults will be doing something to celebrate the special bank holiday.



A third of 16- to 24-year-olds (34%) will be celebrating with their friends.



How Times Have Changed

Fish and meat pastes were the most popular sandwich fillings, especially for lunchboxes and tea parties. Meat had been rationed and it was still very difficult to find, so meat paste was a brilliant alternative. Regardless of social class, most people chose to eat salmon, whether that was canned, paste or fresh!

People had made cakes during the war, but they were viewed as a waste of eggs unless it was a very special occasion, and there was also little butter and sugar available. Flour was also rationed so it was generally used for pastry or bread. Now, finally, people could make cakes again - just because they wanted to! The rediscovered popularity of sponge cake meant that most coronation tea tables contained some form of Victoria sponge.

With cream and flour available again, baking could resume. Not only was standard flour available, but so was fine flour. A choux bun or an éclair was incredibly trendy at this time. You could buy these items in bakeries, but most people wanted to make these delicious treats at home now that they had the required ingredients to do so. Baking for the sake of it had been impossible during the war but The Coronation provided the perfect excuse for making something special. The other advantage of choux was that you could make a large looking dessert with fewer ingredients as so much air is involved, making it both exquisite and economical.



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Sources:

¹ Kantar Worldpanel 17-Apr-22 / IRI data 2022

² Co-op sales figures, May 2022

³ Survey conducted by Markettiers in May 2022

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It's what we do