

Healthier, more sustainable diets at the Co-op 2025



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BUSINESS USE



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NB When we refer to ‘children’ in this document, we define this as persons under 16 years of age.

Section 1.0: Overview

The key principles of a healthier, more sustainable diet include eating more fruit & vegetables, a wider variety of protein sources and fewer less healthy products. This aligns with the Government Eatwell Guide.

Co-op wants to play its part in helping shift customers to healthier, more sustainable diets in line with the Eatwell Guide.

1.1: Why are healthier, more sustainable diets important to Co-op?

The obesity crisis in the UK is well-documented, and obesity strategies have been published by governments in England, Scotland and Wales, with a further strategy expected in Northern Ireland. As a convenience retailer in every postcode in the UK, we recognise that we play an important role in tackling obesity in line with the NHS's 10 Year Health Plan for England published in July 2025.

We respond to government consultations on health-related topics such as the restrictions on the placement and promotion of foods high in fat, salt and sugar (HFSS), either directly or through our trade body, the British Retail Consortium.

Research shows that following the Eatwell Guide could result in around a 30% reduction in environmental impact (Carbon Trust) and a 7% reduction in mortality (BMJ). It is vital that Co-op helps move customers towards this type of diet if we are going to achieve our climate ambitions.

In 2024, Co-op embedded a healthier, more sustainable diets strategy. See [section 2.1](#) for more information.

1.2: How important is following a healthier, more sustainable diet to our Co-op customers?

Our Co-op research shows us that health is one of our customers' key drivers to shifting to a more sustainable lifestyle.

Since 2024, we have carried out annual research with Co-op members to understand their perception of how Co-op is helping them to make healthier, more sustainable choices and where they think our barriers and opportunities are, so we can put relevant actions in place. 2026 results showed that following a healthier, more sustainable diet is important to 64% of our Co-op Members and we can help by lowering prices on healthier products, increasing visibility of healthier products in our stores and giving more healthier meals inspiration. We are working through what further actions we can put in place in these opportunity areas on top of our current activities laid out in this document.

Section 2.0: Our approach

To ensure that our nutrition targets and commitments are met by the business, we take a cross-functional collaborative approach, working with teams such as Product Development, Marketing, Own Brand Strategy, Commercial and Labelling to ensure we make it easier for customers to choose healthier, more sustainable options.

2.1: Our healthier, more sustainable diets strategy

In 2024, Co-op embedded a healthier, more sustainable diets strategy into the business. We will intentionally, demonstrably and transparently shift the balance towards more healthy and sustainable sales, through making convenient, healthy and sustainable choices easier for our customers and Members. We will do this through

- 1) our product development (see [section 3](#))
- 2) improving accessibility to healthier and more sustainable products (see [section 4](#))
- 3) inspiring healthier, more sustainable behaviours (see [section 5](#))

To measure progress and hold ourselves accountable, we will set targets and guardrails where appropriate.

Our progress is reported on throughout this document.

Section 3.0: Creating healthier, more sustainable products

We are committed to helping customers eat more fruit and vegetables, eat a wider variety of protein and to eat fewer HFSS products. Our Product Development team continue to review how we can develop our products to make this easier for customers.

3.1: Applying Nutrition and 5 a day claims

Since 2009, we have been adding nutrition and 5 a day claims on front of pack to help customers identify healthier options. For Co-op products to carry a nutrition or 5 a day claim, they must be developed to meet strict nutrition criteria, which include the following:

- It must not display a red traffic light* as determined by the UK front of pack labelling scheme (this ensures we are not making claims on products which are high in fat, sat fat, sugar or salt)
- It must meet our reformulation targets (salt and calories)
- It must meet the requirements for a permitted 5 a day claim or a permitted nutrition claim set out in EC Regulation 1924/2006 on Nutrition and Health Claims Made on Food.

If a product cannot meet these criteria, then it will not carry a claim. These criteria are used across all own brand food and drink categories except for alcohol (alcohol isn't permitted to carry nutrition claims apart from [nutrition claims](#) referring to low alcohol levels, or the reduction

of the alcohol content, or the reduction of the energy content for beverages containing more than 1.2 % by volume of alcohol).

*Except for when it's naturally occurring e.g. high sugar in dried fruit.

3.2: Co-op Health Icon ('YES')

In January 2026 we launched our new 'YES' health icon on around 165 Co-op own brand products meeting strict nutrition criteria, with more products to be added throughout 2026.

The YES icon indicates that the product has an accompanying nutritional benefit (including one of your 5 a day) and will only be displayed on foods recommended within the Eatwell Guide or a prepared composite food which is not outside the Eatwell Guide, and never on a product the Government recommends consuming 'less often and in small amounts'.



For Co-op products to carry the YES icon, they must meet strict nutrition criteria, including the following:

- It must not display a red traffic light* as determined by the UK front of pack labelling scheme
- It must meet our reformulation targets (salt and calories)
- It must be non-HFSS** (non-high fat, salt or sugar) according to the Department of Health 2004/2005 Nutrient Profiling Model
- It must meet the requirements for a permitted 5 a day claim or a permitted nutrition claim set out in EC Regulation 1924/2006 on Nutrition and Health Claims Made on Food.
- All savoury products must display a green traffic light for sugar.

*Exceptions are for naturally occurring nutrients, such as oily fish.

**With some exceptions, for example plain dried fruit and plain nuts with no added ingredients.

3.3: Increasing the sales of non-HFSS Co-op brand products

Throughout 2025, 75% of our Co-op own brand food and drink* sales (tonnes) were from non-HFSS products i.e. not high in fat, sugar or salt.

*excludes alcohol

While we continue to work on data for branded products, we have set a target that by 2030, 83% of our Co-op own brand food and drink sales (tonnes) will come from non-HFSS products (excluding alcohol). We will report on progress annually. This target will be updated in line with improved data.

The YES icon ([section 3.2](#)) makes it easier for customers to choose healthier options, helping to shift the balance towards sales of non-HFSS products. We will further support this by running campaigns and promotions to make YES products more accessible to our customers.

3.4: Helping customers to eat more fruit and vegetables

To measure how we are helping customers to eat more fruit and veg, we will track our sales annually. In 2025, 23% of total Co-op sales tonnage (excluding alcohol and non-food) came from Co-op fruit & veg sales.

We define fruit and vegetables as the following:

- Includes fruit and vegetables which are whole, chopped, concentrated, pureed, dried, pulped, freeze dried and dehydrated. Also includes juice from/not from concentrate.
- Excludes potatoes, coconut, dried herbs, plant-based proteins and variants of grapes used specifically for wine. Also excludes fruit and vegetables in the following forms; extract, powder, flour, fibre, pectin, kernel, peel, zest, oil, granules, seeds, leaves.

In March 2025, we launched a frozen mince product with added veg (70% British beef, 15% onion, 15% carrot). The vegetables are processed with the beef, making it ideal for children who won't eat visible veg, and a convenient ingredient for a speedy family meal.

In September 2025, we redeveloped 4 of our traditional ready meals, increasing the veg content to make it easier for our customers to eat more vegetables.

In January 2026, we launched our 'Good Fuel' brand, including a range of four smaller portion and five nutritionally balanced ready meals. These meals all contain at least one of your 5 a day, a source of protein and a source of fibre, making them an easy and convenient way to add more vegetables into customers' diets.



In September 2025, we launched our 'Served' product range and promoted this in-store and online to encourage assembly cooking. Customers can choose from one main & two sides, offering 330 different meal combinations, with the product range refreshing on a six-weekly basis to a new themed cuisine, such as Italian and Mexican. There are always a variety of prepared vegetable sides and a vegetarian option included, inspiring our customers to prepare healthier meals at home.



3.5: Helping customers to eat more plant-based proteins

To play our part in supporting the WWF's ambition to halve the environmental impact of UK shopping baskets by 2030, we committed to reporting on our sales that come from animal and plant protein sources. In 2025, 41% of total Co-op sales tonnage (excluding alcohol and non-food) came from animal protein and 1% from plant protein. We will continue to report annually on our protein sales.

We define animal and plant protein as the following

- Animal protein includes all red meat (beef, pork, lamb), poultry (chicken, turkey), game (duck), fish/seafood food, eggs and dairy (e.g. milk, butter, cheese). It includes any part of the animal used in our Co-op own brand food and drink products e.g. gelatine, rennet.
- Plant protein includes beans, pulses, nuts, seeds, soy (in the following formats: whole, paste, powder, puree, extract, flour, oil). It also includes algae, spirulina and vegetarian suet, rennet and gelatine. It excludes fruit, vegetables and grains.

In November 2025, we joined the Food Foundation [Bang in Some Beans Campaign](#) as a 'Keen Bean' promoter, see [section 5.5.2](#) for more details.

In January 2026, we launched our new 'Good Fuel' range of nutritionally balanced ready meals. We added plant proteins to these products where possible, including

- adding cannellini beans into the sauce used in the Chicken Alfredo
- using beans & pulses in the Butternut Squash, Beans & Grains bowl
- adding lentils to the Meatball Pasta
- adding lentils & chickpeas in the Chicken Tikka Masala
- using beans in the vegan Naked Burrito Bowl.

This helped to add additional fibre and protein to customers diets, whilst reducing reliance on animal proteins.

In March 2026, we launched three new canned ambient plant protein lines - black beans, black eyed beans and green lentils – and we are continuing to review how we can add more plant-based proteins to products through our development process.

See [section 5.6.2](#) and [section 5.6.3](#) for examples of how we have tried to nudge customers towards eating more plant protein. We will continue to explore further opportunities.

3.6: Improving the nutritional profile of Co-op products

We are committed to improving the nutritional profile of our own brand products through reformulation and new product development.

Co-op products must adhere to the nutrition requirements laid out in our Nutrition Code of Practice. This document contains requirements such as salt reduction targets and calorie reduction targets. Our Product Development team and Technical Managers work closely with our suppliers to ensure that these requirements are met.

During reformulation, our Product Development team will not increase the nutrients of concern (fat, sat fat, sugar, salt, calories) in our products unless it is required for technical or quality reasons.

Further, we encourage them to increase the fruit and vegetable content, and plant protein content where possible.

Did you know?

In 2005, we were the first retailer to remove a range of commonly used artificial colours and MSG in all own brand food

In 2007, we were the first to remove all artificial flavourings, flavour enhancing additives and benzoate preservatives from all our own label food

3.6.1: Salt

Co-op has been voluntarily signing up to the government salt reduction targets since 2006.

Public Health England published 2024 salt reduction targets in September 2020. Co-op has been working towards the 2024 maximum salt targets for all categories which we sell. By December 2025, 97% of Co-op products met their 2024 maximum target.

We aim to not increase salt in our products during reformulation unless it is required for technical or quality reasons.

3.6.2: Sugar

In 2017, Public Health England (PHE) set a target for the food industry to reduce the amount of sugar sold by 20% between 2015 to 2020 in the top categories contributing sugar to children's diets; breakfast cereals, cakes, morning goods, puddings, ice-cream, spreads, dessert toppings, chocolate confectionary, sweet confectionary, yogurts, biscuits.

Co-op asked our suppliers and Product Developers to reduce sugar as far as is possible in our products, without having a negative impact on quality, taste or shelf life and without any increase in total calories or saturated fat.

Our focus is now on calorie reduction, see section 3.6.3.

3.6.3: Calories

Co-op began managing the calorie content in our products in 2012 when calorie guardrails were put in place for products within our ready meals, pizzas, food to go sandwiches and salads ranges.

To reduce the overall calorie content of more products and more ranges, in July 2019 Co-op set maximum calorie targets for 22 food categories. In 2025, we added a further two food categories in response to our business evolving our 'on the go' offering. Targets are based on the calorie content of our products per serve, not sales weighted averages.

Public Health England set their calorie reduction targets in September 2020, with both the maximum per serve and sales weighted average targets to be met by the end of 2025. The Co-op targets are aligned with or lower than these maximum targets.

At the end of 2025, our compliance was 95%. We will continue to work on improving this compliance.

Did you know?

In 2014, we were the first in the market to move our entire own label range of dilutable drinks to no added sugar

In 2015, we were the first in the market to move our entire own label range of chilled juice drinks to no added sugar.

Categories in scope of Co-op calorie targets

- Ready meals (complete meals)
- Pizzas
- Sandwiches
- Food to go salads and sushi
- Meal centres
- Savoury pastries
- Hot Food

- Potato products
- Pasta/noodles/cous cous etc. with additions
- Chilled filled pasta
- Crisps and savoury snacks
- Chilled savoury snacks and hot Food to Go savoury snacks
- Garlic and Cheesy breads
- Breakfast cereals
- Sweet biscuits and cookies
- Cakes
- Chocolate confectionery
- Ice cream and lollies
- Morning goods
- Puddings
- Sweet confectionery
- Yoghurts
- In-store prepared breakfast yoghurt (new in 2025)
- Hot desserts (new in 2025)

We include recommended portion sizes on our labels to help guide our customers. We do not encourage excess consumption or inappropriate portion sizes through on-pack photography.

3.6.4: Trans Fats

In 2007 we removed hydrogenated vegetable oil from all our own Co-op brand products.

The use of hydrogenated fat as a direct ingredient is prohibited in all Co-op own brand products. Use within an additive may be permitted if no suitable alternative is available.

3.6.5: Fibre

The UK Government recommends that adults eat 30g fibre per day, however current intakes are approximately 16g per day.

We are exploring how we help our customers eat more fibre by adding more fibre to our products and nudging customers to eat more foods which are a source of fibre such as fruit and veg, plant proteins and wholegrains.

In October 2025 we reformulated the malted bread in our food to go sandwiches to contain an additional 1g fibre per sandwich, adding around 44 tonnes of fibre to customers' baskets over a year.

In March 2026, we launched three new canned ambient plant protein lines - black beans, black eyed beans and green lentils – these are all high in fibre.

See [section 5.6.4](#) as an example on how we have been nudging customers to eat more fibre. We are continuing to review further opportunities.

3.6.6: Ultra Processed ingredients

We are keeping close to the science and emerging evidence regarding ultra-processed foods, and our long-term policy which prohibits use of unnecessary additives remains under review.

Section 4: Accessibility of healthier, more sustainable choices

4.1: Offering ranges to suit dietary and lifestyle requirements

At Co-op, we want to ensure we're offering products to suit our customers' dietary requirements as well as affordability. We have several sub-brands and logos on pack to help customers easily identify these products.

4.1.1: Co-op Free From

Co-op Free From is a range of great tasting everyday and seasonal Free From products across key categories that customers diagnosed with food allergies or intolerances can trust to meet their dietary requirements.

Free From products can be found across our store in ambient, chilled, frozen and in Food to Go.

As well as having Co-op Free From products, we aim to remove allergens in the formulation of our everyday products where there is no compromise on flavour. These products display Free From icons to help customers identify them.

4.1.2: Co-op Vegan and Vegetarian

Co-op will focus on expanding the availability of vegan and vegetarian products across all stores, online and in more ranges. Gro branded products moved into Co-op's core brand design in 2025, clearly labelled as 'Plant based' to ensure our consumers can shop the products easily.

As part of our growth strategy in this area, all future product development will have an emphasis on continually increasing the presence of vegetarian and vegan options across our total Own Brand offer.

We also add vegetarian and vegan icons to front of pack of other products, as well as providing a full list of ingredients on back of pack to ensure customers are confident that the product is suitable for them.

4.1.3: Infant food

Co-op does not produce or sell own-label infant food or formula. In 2023, we set a consistent price for Branded infant formula across all of our Co-op stores and online so customers weren't disadvantaged due to their location or if they shopped online, directly with Co-op.

4.2: Clear and Honest Labelling

Co-op is committed to using front of pack traffic light labelling on our own brand products to allow customers to make easy, healthier choices. We provide information on:

- energy, fat, saturated fat, sugar and salt content per 100g and per serving
- the percentage reference intake of these nutrients

- whether the product is high, medium or low in these nutrients through use of the traffic light colours.

For most of our on-pack nutrition information, Co-op uses analysed nutrition carried out by an accredited laboratory. We use data from McCance and Widdowson's The Composition of Foods data for fruit and vegetables and plain protein (meat/fish).

4.2.1: Our history of clear labelling

1985 – We were first to put dental advice on all confectionery

1986 – We introduced HIGH, MEDIUM and LOW nutrient labelling on food products – the first consumer friendly, nutrition labelling system used by any retailer

1987 – We launched our first healthy range known as Good Life

1995 – We became the first retailer to commit to front of pack nutrition labelling for fat and calories (salt was added in 1998)

1997 – We added more dental warnings, this time on to sugary drinks and fruit juices

1998 – We were first to add salt to front of pack, and Guideline Daily Amounts information for calories, fat and salt on back of pack

1999 – We became the first UK retailer to label the ingredients within our own-brand wines. By the end of 2007, all of our own brand alcohol beverages included the ingredients on their labels.

2002 – We were first to add calorie information to own brand alcoholic drinks

2006 – We became one of the first retailers to adopt and support the FSA traffic light labelling scheme

2009 – We introduced a front of pack logo to highlight healthier choices across all ranges

2009 – Co-op started including traffic light nutrition information on recipes on our corporate website, magazine, digital media and recipe cards/point of sale.

2010 – Co-op moved to hybrid scheme combining colour coding and GDAs. Co-op included energy and reference intakes on front of pack panel in line with new Department of Health guidance.

2021 – We launched a new health design to make it easier for customers to identify healthier choices in our stores.

2026 – We launched a new front of pack 'YES' health icon to help highlight healthier products to our customers. We also introduced our Good Fuel health brand designed to make balanced choices easier.

4.2.2: Traffic light labelling

Co-op is committed to adding traffic light labelling to front of pack on 1169/2011 on the provision of food information to consumers, and on gifting products e.g. Christmas chocolates.

Product categories where we do not add traffic light labelling, as per [Department of Health guidance](#):

all Co-op own brand processed products, apart from the exemptions set out in Annex V of Regulation (EU)

- In-store bakery items*

- Milk
- Eggs
- Cooks' ingredients such as herbs, spices, oil, vinegar
- Plain meat e.g. chicken breast, lamb leg, steak, mince
- Fresh/frozen unprocessed fish
- Frozen veg
- Dried pasta
- Home baking products such as icing, nuts, seeds, dried fruit, flour, sugar
- Prepped veg/salad
- Lentils/pearl barley/soup mix
- Whole fruit and veg- potatoes, apples etc
- Gifting e.g. Christmas chocolates
- Products where the labels are too small
- Bottled water
- Alcohol
- Coffee/tea

*We provide kcal/kJ info on the shelf edge label. We have implemented any requirements of the out of home calorie labelling regulations.

We also include a full table of nutrition on back of pack with traffic light labelling where space allows.

We provide nutritional information per 100g and per serving (where applicable) for all our own label products, sold through Co-op online delivery. We also include an image of the front of pack so that the traffic lights are visible.

All Co-op own brand products carry a recommended portion size on front of pack. For meat and fish, we provide nutrition information per 100g to allow for easy comparison between products, and for fruit & veg we give a portion of 80g, which is based on Government's 'one of a 5 a day'.

See [section 3.1](#) for information on our nutrition and 5 a day claims on front of pack.

4.3: Ranging

As a convenience retailer, we work hard to ensure that our limited range size has a good balance of healthier options, fruit and veg, and products that meet our customers' needs e.g. Free From.

At the 2025 Co-op AGM, our members asked the Board for further support easing the cost-of-living crisis, alongside increased options to assemble healthier, more sustainable home cooked meals. In September 2025 we introduced our new 'Served' promotion in response to the AGM request for support with assembling healthy home cooked meals. See [section 3.4](#) for further details.

4.4: Pricing

We know that price is often the biggest barrier to customers choosing healthier products. Therefore, we want to make it easier for customers to afford healthier choices.

4.4.1: Member prices

In 2023, we began to incentivise the sale of healthy products such as fruit & veg through our Member Prices scheme, lowering their prices. This scheme evolved and so healthy products are now incentivised under our Aldi price match campaign, see [section 4.4.2](#).

4.4.2: Aldi price match

In March 2025, Co-op matched Aldi prices on over 100 everyday essentials for its members, including fresh fruit, milk, eggs and bread. The new price commitment is available across all of Co-op's 2,400 shops, where there is one in every UK postal area and, for the first time for a grocer price match, on Quick-Comm platforms including Shop.coop, Deliveroo and Uber Eats, which reaches 81% of the UK population. At the end of 2025, 77% of the food and drink products included in the campaign were non-HFSS, helping customers to afford healthier choices more easily.

4.4.3: Fresh 3 offers

Co-op reintroduced Fresh 3 offers in 2024 as shorter term promotions for members which change every three weeks. In February 2026, this offer switched from being a member only offer to being available to all Co-op customers.

4.4.4: Membership discount coupons

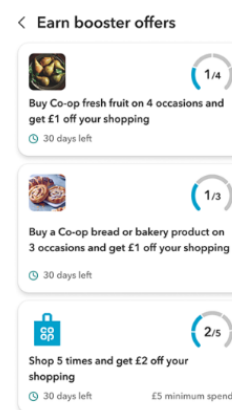
Each week, Co-op members can choose two discount coupons on the Member app. In 2025, both fruit and vegetable/salad coupons were in the top three most redeemed coupons, showing that this is an effective way to help make fruit and veg more affordable for our members.

4.4.5: Membership booster missions

During a three-month trial (June-August 2024), approximately 55,000 members were selected to earn boosters (e.g. £1 added to their membership card) for shopping a specified number of times or buying certain products on a specified number of occasions within a given time period.

Participating members received two personalised booster offers to complete each month based on their current shopping behaviour. To encourage healthy eating, all members were also set either a fresh fruit booster, or a vegetable and salad booster each month. Over the trial period, boosters encouraged more members to purchase fresh fruit, vegetables and salad more often, with the fruit and vegetable boosters saw high incremental sales, with a sales unit uplift of 16% for fruit and 14% for vegetables and salad.

By the end of 2024, booster offers were extended to over 200,000 members. We have continued to give participating members a fruit or vegetable booster throughout 2025, extending this to 400,000 members, with the fresh fruit



and fresh vegetable/salad boosters being within the top three most redeemed boosters of 2025. We are continuing to explore ways in which we can expand our booster offering on healthier products further in 2026.

4.4.6: Price Parity commitment

Price may be a barrier for some customers to choose a healthy nutritious lifestyle. That is why at the Co-op we are proud that our own brand healthier choices (i.e. 'light' or 'reduced' alternatives) are no more expensive than the standard products. This applies across all our stores and Co-op online delivery.

We report on our compliance with this commitment in our annual [Sustainability report](#) published each April. At the end of 2025, all products met this commitment.

4.4.7: Healthy start vouchers

We increased the value of the Government's Healthy Start vouchers by £1 (£3.10 to £4.10) in Co-op stores in England, Wales and NI throughout 2021. The scheme provides pregnant mothers and families with children under the age of four who are eligible for certain benefits a weekly voucher that can be spent on milk, fresh, frozen, and tinned fruit and vegetables, fresh, dried, and tinned pulses, and infant formula milk. This commitment was part of our work as a founding member of Marcus Rashford MBE's Child Poverty Task Force, which aims to ensure that all children have access to healthy and nutritious food.

We continue to find ways to promote the Healthy Start Scheme to our customers. In 2025, we promoted the Healthy Start scheme on our till screens in England and Wales and the Best Start scheme in our Scotland stores. We have long called for the value of Healthy Start vouchers to be increased and were pleased to welcome the news in the [Governments 10 Year Health Plan for England](#) that this will be enhanced from 2026.

4.5: Placement

Our aim is to ensure that healthy options are available to customers and that they are clearly visible in store. In our larger convenience stores the layout ensures that fresh produce is the first section customers find when they enter the store.

In July 2020, the Department of Health and Social care published [Tackling Obesity: empowering adults and children to live healthier lives](#). This laid out plans to restrict the placement of HFSS (high fat, sugar, salt) foods and drinks. This legislation was enforced in October 2022. We have incorporated any legal requirements into our policies as applicable. We use the OFCOM nutrient profiling model (2004-2005) to determine if our Co-op products and branded products are HFSS when deciding where they can be merchandised.

4.6: Sweets at checkout

In June 2016, Co-op banned the sale of sweets and chocolate confectionery from checkout stands in all our stores in the UK.

The legislation to restrict the placement of HFSS products includes checkouts and so replaced this commitment in stores in scope of the legislation.

4.7: Promotions

In July 2020, the Department of Health and Social care published [Tackling Obesity: empowering adults and children to live healthier lives](#). This laid out plans to restrict volume promotions of HFSS foods and drinks, which was implemented in October 2025. We incorporated any legal requirements into our policies as applicable. We use the OFCOM nutrient profiling model (2004-2005) to determine if our Co-op products and branded products are HFSS to comply with the legislation.

In 2024, to encourage customers to choose healthier snacks as part of the lunchtime meal deal, we introduced more fresh fruit options such as bananas alongside prepared fruit and veg snack options. We also added fruit packs as the main in the meal deal to offer a healthier breakfast solution e.g. a customer could buy a fruit pack, yogurt as a snack and a drink.

Through increased marketing and as part of our various meal and dine in deals, we're encouraging members to choose healthier snacks and sides by introducing a broader range of options, such as a Co-op salad bowl as a side option to the Big Night In Big Night Out pizza, sides & drink deal.

In January 2026, we ran an online promotion on Shop.coop where members could save 10% off selected 'YES I'm healthy products' for a two week period, nudging customers to try healthier options. This promotion was our best performing 10% off member exclusive deal ever, showing a clear interest from our members in promotions on healthier products and this is therefore something we will continue to explore.



Section 5.0: Inspiring healthier, more sustainable behaviours

To ensure we market and advertise in a responsible way, we comply with industry guidance such as the CAP code, BCAP code, Portman Code and the advertising controls put in place on the Transport for London network. These include:

- Broadcast TV
- Digital Display
- Paid Social
- Online Video
- Out of Home advertising (OOH)

In July 2020, the Government published their [Tackling obesity: empowering adults and children to live healthier lives](#) policy paper. This set out their plans to tackle obesity with

measures including banning the advertising of HFSS products being shown on TV and online before 9pm. These restrictions were implemented in October 2025. Co-op have incorporated any new legislation into our policies where applicable. We use the OFCOM nutrient profiling model (2004-2005) to determine if our Co-op products and branded products are HFSS to comply with the legislation.

The Government legislation does not capture all product categories and so our long standing Co-op marketing policies below are still in place to ensure we are not marketing any unhealthy products to children or their parents.

5.1: Co-op marketing to children policy

Co-op do not market to children (under 16 years of age), and we don't promote our products in any junior/early teen publications.

- Co-op do not run in-store promotional campaigns/activities directed at children that involve any HFSS products
- Co-op do not allow own label equity (cartoon type) characters to be developed as a product or on artwork with the exception of seasonal products (Easter, Halloween, Christmas only) and fruit & veg products. This includes any designs that could be interpreted as being aimed at children, for example, images of dinosaurs or unicorns.
- Co-op do not advertise HFSS products in specific children's titles or adjacent to children's pages in newspapers.
- Co-op do not give free samples or promote by demonstration in stores, any high fat, sugar and salt products aimed specifically at children
- Co-op do not advertise HFSS products on TV during children's television hours
- Co-op do not advertise HFSS food and drink products across any on-broadcast media (including print, cinema and online/social media) targeted at under 16's
- Co-op banned the sale of high caffeine soft drinks to under 16's.

5.2: Co-op marketing to parents policy

The Co-op does not market directly to children (under 16 years old) however, we do market products and recipes to parents to give to their children. In 2022, a 'Marketing to Parents' policy was developed.

This policy applies across all comms channels, e.g. magazine, social media, online, in-store POS, advertorials, etc. and applies to Co-op brand and branded products:

Only non-HFSS food products, non-HFSS recipes and no added sugar drinks can be marketed using:

- **phrases related to children or families**, e.g. children's lunchboxes, back to school, recipes for families, half-term recipes, getting kids involved with cooking
- **photography of children or cartoon-type characters/child-friendly images**

HFSS baking recipes are allowed all year round and may refer to children and families e.g. a cake recipe for children to make for Mother's Day.

Co-op use the OFCOM nutrient profiling 2004-2005 [model](#) to determine which food and drink products (both Co-op products and branded products) are classed as non-HFSS (non-high fat, sugar or salt) i.e. healthy.

5.3: How Co-op define 'healthy' products

Co-op use the OFCOM nutrient profiling 2004-2005 [model](#) to determine which food and drink products (both Co-op products and branded products) are classed as non-high fat, sugar or salt i.e. healthy. We use the model without any adaptations across all own brand and branded food and drinks when we use the term 'healthy' or imply it on recipes, POS, digital, own brand adverts & advertorials, TV.

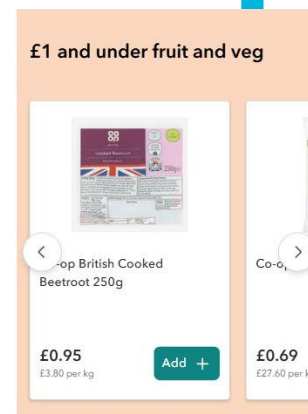
While the regulations restricting the placement, promotion and marketing of HFSS food and drink are limited to certain categories, the OFCOM model applies equally to all food and drink; there are no exemptions or category-specific criteria.

5.4: Inspiring through content

We inspire our customers to choose healthy products and live healthier lifestyles through a variety of channels.

- We provide information on nutrition and healthy lifestyles on our [website](#) to support our customers in understanding how to achieve a healthy, balanced diet.
- To help customers choose healthier recipes, Co-op include traffic light nutrition information on recipes on our website and recipe cards in store.
- In 2025, we developed a range of '[Big taste, smaller portions](#)' recipes on our website with clearly labelled nutrition claims including source of fibre, source of protein, 1 of your 5 a day and <400kcal per portion.
- Our Membership emails have become a more important channel for us to promote healthier, more sustainable choices to our members. We regularly promote fruit and veg which are on offer
- In October 2024, we trialled creating four recipe cards and ranging the ingredients for the recipes on a specific fixture in the protein space in store. The objective was to help customers to be inspired and easily find the ingredients they needed for their chosen recipe card. Nutritional guardrails were in place to ensure we used healthier choices where possible, limited calorie content, included at least one portion of vegetables in each recipe and aimed that at least one of the recipes were vegetarian or vegan. This activity came to an end in Spring 2025 when Co-op suffered a cyber-attack which impacted getting products into our stores. As we recovered from the cyber-attack, we focused on launching our 'Served' range (see [section 3.4](#)) into store for meal inspiration.

- In Summer 2025, we used our online platform Shop.coop to influence customers to purchase more fruit and vegetables. We created seasonal fruit & vegetable themed content on our homepage, including 'Salad bar' and '£1 and under fruit & veg' carousels (sections on the website where products are grouped together for customer ease). This content proved to be successful with customer engagement and so we ran further activity later in the year with a 'Winter meal ideas' carousel containing a variety of root veg to further promote our produce offering.



5.5: Healthy Partnerships

We work with a number of partners to promote and encourage healthier diets.

5.5.1: Veg Power

We co-funded and supported the [Veg Power](#) 'Eat them to Defeat them' campaign since its launch in 2019. This campaign aimed to inspire children to start eating more vegetables. In 2025, we sponsored the campaign, helping to inspire healthier eating habits among UK children. The campaign reached 418,999 children across 1,503 schools, with over 80% of children eating more vegetables as a result.

5.5.2: Food Foundation: Bang in Some Beans campaign

In November 2025, we joined the Food Foundation [Bang in Some Beans Campaign](#) as a 'Keen Bean' promoter, committing to champion the benefits of beans and inspire our customers and members to add more into their baskets and diets. We are currently exploring opportunities to promote beans and pulses to our customers throughout 2026. See [sections 5.6.2](#) and [5.6.3](#) for examples of our activity.

5.5.3: Better Health

We support the Government's ['Better Health'](#) campaign on our Co-op website.

5.5.4: DrinkAware

We have been working in partnership with [The Drinkaware Trust](#) since 2007 to promote responsible drinking. More information on this can be found in [Section 7.1](#).

5.6: Encouraging healthy behaviours

As a responsible retailer we are always looking for ways to help customers make healthier choices. One way to do this is through behaviour change trials. Here are examples of our activity between 2019-2024.

- 2019: We worked with Consumer Goods Forum to encourage sugar free drinks choices using point-of-sale marketing. The evaluation showed no impact on encouraging customers to make sugar free choices.
- 2022: We re-positioned six Co-op plant-based protein choices to our meat aisle to help flexitarian customers shop our protein range more easily and to inspire meat-eaters to try our plant-based protein offering. This was successful with the analysis showing an 18.4% increase in volume sales across the six products.

- 2022: We used a price incentive to influence customers to try meat free alternatives. Over 345,000 customers who had bought meat in the previous month were given a printed coupon for 50p off four selected plant-based proteins. The coupons only had a small redemption rate of 2617 customers (0.8%) which shows that customers who purchase meat may need further persuasion than a price incentive to try meat alternatives.
- 2024: We encouraged students via our online shop to purchase beans & pulses during a Freshers campaign. Ambient beans and pulses were added to an 'essentials' student shop page. Unfortunately, the beans and pulses didn't see any significant online sales uplift during the six weeks of the campaign. We felt the campaign may have been more successful with recipe inspiration to encourage the students to buy the beans and pulses.
- 2024: We encouraged customers using point-of-sale marketing to pick up ambient beans and pulses in store. Two methods of communication were used: kiosk screens which showed short videos, and pennants (printed communications) at the beans and pulses shelf edge. Recipe inspiration techniques were used on both forms of communication to help customers know how to use the products. Unfortunately, we didn't see a significant sales uplift in this trial. We recognise that helping customers to become more confident in using these products is a big challenge and continue to explore ways of educating and inspiring our customers.
- 2024: We used membership emails to influence customers to buy more fruit and veg. Co-op used its weekly member emails to approx. 800,000 members to promote fruit and veg in different ways, to test if the messaging would nudge members towards buying more fruit & veg. We used messaging such as 5 a day, member prices, recipes and food waste ideas. Unfortunately, the trial did not see any impact on the sales of fruit and veg. We are continuing to explore how we can use this communication method more effectively to help nudge our members towards making healthier, more sustainable choices.

Our most recent behaviour change activity includes the following:

5.6.1: SALIENT trial – impact of member discount pricing on vegetable sales

With fruit & vegetable consumption in the UK being below recommended levels, price is often identified by consumers as a barrier to increasing their consumption. In Summer 2025, we worked with Oxford University on a behaviour change intervention trial as part of the [SALIENT food trials project](#). This study investigated if our Co-op member pricing on vegetables (lower prices for Co-op members) which launched in August 2023 increased the sales of vegetables. Data was analysed for 90 Co-op stores varying in size, location and socio-economic status.

The [results](#) showed a sustained 9% increase in vegetable sales at six months post-intervention for Co-op member card owners who had access to lower member prices, showing a long-term, sustained effect. No significant differences were shown for region, [index of multiple deprivation](#) or store size. Pricing discounts were therefore found to be an effective way to increase vegetable consumption across the population. No negative impact was found on the sales of vegetables by non-members who were not benefitting from the lower prices.

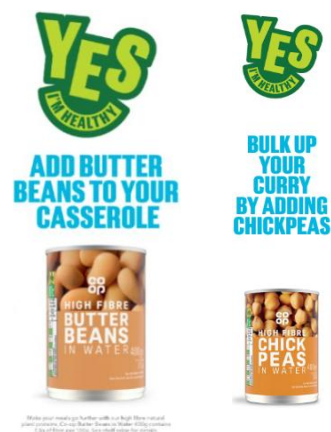
Health and Wellbeing at the Co-op



In February 2026, we switched our Fresh 3 offer (shorter term fruit & vegetables promotions which change every three weeks) from being a member only offer to being available to all Co-op customers. We are currently exploring how we can continue to provide the best price on fruit & veg for our customers to further drive increased consumption.

5.6.2: Using recipe inspiration to inspire customers to purchase beans and pulses instore

In 2026, we ran another in store trial (between 14th January to 17th March 2026) to help inspire customers with how to use beans and pulses in different recipes. Printed communications were displayed in 163 trial stores, including shelf talkers, pennants and shelf emphasisers. These communications were placed at the shelves containing the beans and pulses. They were swapped every three weeks over the 9-week trial period with a different product to encourage customers to use a range of beans & pulses; kidney beans, butter beans and chickpeas. The creative also displayed Co-op's new 'YES' health icon to highlight the health benefits of these products to customers. Unfortunately, this trial did not see a sales uplift in these beans and pulses. We will continue to explore further instore opportunities to nudge customers to purchase more beans and pulses.



5.6.3 Using recipe inspiration to inspire customers to purchase beans and pulses online

We supported the instore trial described in section 5.6.2 with an online trial on Shop.coop during the same period (14th January – 17th March 2026). Banners were used to display messages encouraging customers to use beans and pulses in recipes. When customers clicked on the banners they were taken through to a website page which included all the recipe ingredients which they could easily add to their shopping basket. Similarly to the in-store trial, the product & recipe were swapped every three weeks to include kidney beans, butter beans and chickpeas. The banners would appear if customers were searching in specific food categories e.g. tinned food cupboard products (which would contain the ambient beans), if they searched for the actual product e.g. kidney beans, or if they searched for an ingredient commonly used in the trial recipes e.g. red chilli which was needed for the chilli con carne recipe.

We are awaiting the analysis of this trial.



5.6.4: Encouraging customers to make higher fibre swaps in store

From 14th January to 3rd February 2026, Co-op ran an in-store trial to nudge customers to make healthier swaps across bread, pasta and rice categories. In-store point-of-sale marketing on pennants (printed communications) were displayed above Co-op farmhouse white bread, white fusilli pasta and white long grain rice in 163 stores, encouraging customers to switch to the wholegrain alternatives in order to increase their fibre intake. The amount of extra fibre customers would consume from swapping was highlighted, alongside Co-op's 'YES' health icon to emphasise the healthier swap. Analysis showed that these communications did not have any impact on customer behaviour nudging them to choose the higher fibre products. We will continue to explore other opportunities to help customers eat more fibre.



Section 6: Access to food

We want to build stronger and more resilient communities by offering fairer access to food for everyone, and Co-op has taken great strides to play its part in tackling food poverty.

- Our partnership with Hubbub helps to provide access to food while bringing people together to build skills, improve mental wellbeing and increase their resilience. From 2021-2025, we have helped to double the size of the Hubbub Community Fridge Network, which now has 816 locations that were visited over 1,894,194 times in the last 12 months.
- In September 2022, we partnered with Your Local Pantry, to provide expertise and support to open and develop low-cost pantries. We have supported Your Local Pantry to open 80 new pantries, growing their network to 120 pantries. At the end of 2025 34,400 people across 12,500 households were supported by Your Local Pantry, saving £20.8m for beneficiaries.
- Food hubs are places where local residents come to learn new food and growing skills, access affordable food and connect with their neighbours. The original partnership

ambition to develop 60 hubs has been exceeded by developing 250 hubs, working in collaboration with other funders.

- In 2023 and 2024, we redistributed food surplus through the Caboodle platform.
- In September 2024, Co-op and Barnardos launched [A Recipe for Success | Barnardo's \(barnardos.org.uk\)](https://www.barnardos.org.uk). This report highlights the challenges young people are facing in finding food in their communities. As part of our partnership with Barnardo's, we're influencing our new government to help bring about change for young people.
 - The report is co-designed by a team of young people. It features thoughts and opinions of over 45,000 young people aged 9-25 years old from across the UK, including Co-op member-owners aged 16-25. A staggering three-quarters (79%) confessed to having skipped a meal due to money being tight.
 - The report outlines six key recommendations for policymakers, local authorities, and retailers to help overcome these challenges – including establishing local food partnerships, expanding retail discount schemes to young people, and a longer-term commitment to addressing holiday hunger.
 - In 2025, following campaigning with Barnardo's, the UK Government announced a three-year extension to the Holiday Activities and Food programme.
 - In 2026, following our ongoing campaigning with Barnardo's for the expansion of retail discount schemes to young people, two food retailers committed to reviewing their policies.
- In July 2025, Co-op and Barnardo's launched [Deeper Roots, Stronger Futures](#), *Unlocking the Potential of Food Partnerships with Young People*, after 96% of Co-op members aged 16-25 said they want to see more food partnerships and want to be involved in them.
 - The report is co-designed by a team of young people and features data from 362 local authorities, representing 95% of local authorities across the UK, interviews with food partnerships, community fridges, and focus groups with young people who are involved in Barnardo's and Co-op's services across the UK.
 - The report outlines 10 steps to help food partnerships to involve young people and makes recommendations for policy makers such as the UK Government should use its forthcoming National Food Strategy to set out plans to ensure there is a food partnership in every area by 2030.
- We continue to promote the Healthy Start scheme instore e.g. through till screens and instore radio where possible.

Section 7: Responsible Retailing

As a responsible retailer we have a role to play to make sure that the products that we sell and promote do not have a negative impact on our communities. Some details of the responsible practices we undertake are detailed below.

7.1: Alcohol and Drinkaware Trust

Co-op knows it has a duty to sell alcohol and products containing alcohol responsibly; we share widespread concerns on the impact of alcohol misuse on public health. Back in 1996

we led the way by putting sensible drinking advice on our own-brand wines and spirits, in addition to the alcohol units already on the label.

We have been working in partnership with [The Drinkaware Trust](#) since 2007 to promote responsible drinking. The Drinkaware Trust is an independent UK-wide alcohol education charity.

We give our store colleagues the right training and provide our customers, colleagues and members with the information they need to make informed choices.

Since 2007, all our own brand alcoholic drinks have displayed the 'Drinkaware' web address, clear unit content, NHS alcohol consumption guidelines and warnings to pregnant women.

The Co-op has operated and promoted 'Challenge 25' in all its stores since 2009, in order to reduce the likelihood of underage customers attempting to purchase alcohol in our stores.

In 2017 we started amending our labelling on alcohol products with the revised Chief Medical Officer's recommendation of no more than 14 units a week.

Any marketing materials including reference to or an image of alcohol will carry the wording 'bedrinkaware.co.uk'.

7.2: Tobacco

The health impacts of smoking are well documented. We sell e-cigarettes and smoking cessation products in most of our stores to help support those who are trying to give up smoking. In 2022 we adopted our new Responsible Sourcing Policy for E-Cigarettes, to ensure that our vaping products are targeted towards existing adult smokers as a cessation aid. In 2025, we continued to work with suppliers to ensure that our ongoing range was fully compliant ahead of the new legislation changes that came into effect from 1st June 2025. We will continue to work with our suppliers in 2026 to ensure we are compliant with any further legislation changes that come into effect from the Tobacco & Vape bill.

7.3: Energy Drinks

In January 2018, the Co-op introduced a voluntary age restriction on sales of high caffeine soft drinks (soft drinks which have a caffeine content in excess of 15mg/100ml). We will not sell such products to any customer who cannot prove that they are aged 16 or over.

For our in-store colleagues a policy on selling age-restricted products is in place and colleagues must follow the instructions for Challenge 25 on the tills for a specified list of high caffeine soft drinks.

More information on our age restricted items can be found [here](#).

Section 8: Engagement

Working collaboratively across the industry and with our supply base is central to our co-operative way of working. Below is a list of all the industry/trade associations that we work with.

Nutrition working groups:

- British Retail Consortium (BRC) - Co-op are a member of the BRC, and part of several working groups including the nutrition working group <https://brc.org.uk/>.
- Institute of Grocery Distribution (IGD) – Co-op are a member of IGD’s Nutrition Leaders Forum, Healthy and Sustainable Diets Network and Food Systems Change Leaders Forum <https://www.igd.com/>
- Campden BRI - Co-op attend Campden BRI meetings to learn more about their latest research on how to make products healthier through reformulation, fortification etc <https://www.campdenbri.co.uk/>
- British Nutrition Foundation (BNF) - Co-op are a member of the British Nutrition Foundation. They have supported us with internal nutrition projects. Co-op help fund and participate in BNF working groups where relevant to us. <https://www.nutrition.org.uk/about-us/>

Government

Co-op have engaged with both the Office for Health Improvement and Disparities (OHID) and Department of Health & Social Care (DHSC) both directly and through the British Retail Consortium.

Initiatives

- Food Foundation - Co-op signed up to the Food Foundation’s Peas Please campaign to help the nation eat more veg from 2017 to 2023, as well as the Bang in Some Beans campaign to encourage consumption of beans & pulses in 2025. Co-op has been supporting the Veg Power campaign since 2019, see section 8.2 for more information. We also work with the Food Foundation on their ‘Plating up Progress’ report which assesses our progress across key themes relating to the transition to a healthier and more sustainable food system. <https://foodfoundation.org.uk/>
- World Wildlife Fund (WWF) - Co-op has signed up to the WWF basket to work with other UK retailers to halve the environmental impacts of UK baskets by 2030. www.wwf.org.uk/basket-metric

Partnerships

Drinkaware - We have been working in partnership with the Drinkaware Trust since 2007 to promote responsible drinking. More information on how we work with Drinkaware can be found in [section 7.1](https://www.drinkaware.co.uk/). <https://www.drinkaware.co.uk/>

Non-Government organisations



Over the years, Co-op have engaged with [Action on Salt](#) and [Action on Sugar](#), to support with accuracy in their reports.

We also engage with [Nesta](#), to consider healthy reporting methodology.

Section 9: Co-op healthier, more sustainable diets reporting

We report on our progress on our targets and commitments in the [Co-op Social Value and Sustainability report](#) on an annual basis.

In addition, we share great information about our activities and customer facing information on our webpages which can be found [here](#).

Co-op's annual, interim and sustainability reports can be found [here](#).