

M&S

EST. 1884

PLM for a fast-paced retail world

SEPTEMBER 2023

CLARE EDGAR
TECHNICAL MANAGER MARKS & SPENCER FOOD



Introduction

AGENDA

An introduction to Marks & Spencer Food

Navigating the challenging retail environment

What does the future hold?

Takeaways

→ Welcome !



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An introduction to Marks & Spencer Food



WHO ARE MARKS & SPENCER FOOD?

Key facts

			
1487	Over 65000	Over 100	c. 5,000
Stores globally	Number of employees	International markets	Number of lines

?

?

Key Collaborations

Loved brands



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WHO ARE MARKS & SPENCER FOOD?



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Key Collaborations

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Navigating the challenging retail environment

NATASHAS LAW
PRICE AND PROMOTION 'HFSS'
DEPOSIT RETURN SCHEME
LABELLING



Launched 2021

Press release

Natasha's legacy becomes law

'Natasha's Law' introduced to protect allergy sufferers and give them confidence in the food they buy.

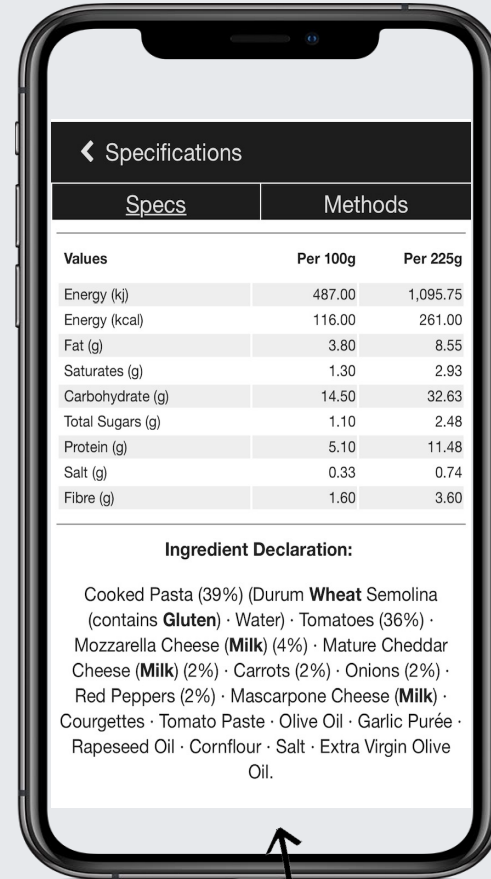


Navigating the challenging retail environment

NATASHA'S LAW

Details	Name	UPC	Status	Supplier/Agent	Version Attached	Latest Version	Quantity	Weight	Unit	%	QUID	Rank	Inc.
Recipe	RM_HOSP CAFE Rocket	00396059	Active						g			4	✓
Nutrition	CAFE - (RM) Rocket												
Product Storage	RM_HOSP CAFE Southern Fried Chicken Tenders	00231060	Active						g			1	✓
Free From / Contains	Snopki SOUTHERN FRIED Chicken Tenders												
Quality Messages	RM_HOSP CAFE Sliced Chicken Sliced Gherkins	00590693	Active						g			3	✓
Questions	CAFE Garlic Mayo	29182886	Active						g			5	✓
Claims and Logos	RM_HOSP CAFE Ciabatta Roll	29186501	Active						g			2	✓
Packaging	RM_HOSP CAFE Ciabatta Roll												
Tests													
Process Controls													
COPI/Guidelines													
Attachments													
Additional Data													
Plan A Attributes													
Non-Approved Data													
							Total	270g					

Recipes built & data mastered in FIND (Trace One PLM)



In store devices



In store product labels

Café Digital menu's



Navigating the challenging retail environment

FOOD PROMOTION & PLACEMENT REGULATIONS

Launched 2022

News story

Promotions of unhealthy foods restricted from October 2022

Following consultation with industry, the government will restrict unhealthy food promotions in stores from October 2022.

2021 No. 1368

FOOD, ENGLAND

PUBLIC HEALTH, ENGLAND

The Food (Promotion and Placement) (England) Regulations 2021

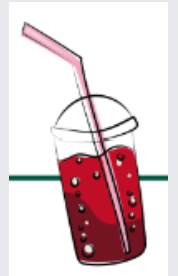
Made

2nd December 2021

Coming into force

1st October 2022

The Secretary of State, in exercise of the powers conferred by sections 6(4), 16(1)(e) and (f), 26(3) and 48(1) of the Food Safety Act 1990(1) ("the 1990 Act") and by sections 36, 39, 52, 54, 55, 62(2), 63 and 65 of, and Schedule 7 to, the Regulatory Enforcement and Sanctions Act 2008(2) ("the 2008 Act"), makes the following Regulations.



HFSS
HIGH IN FAT, SUGAR AND SALT



FOOD PROMOTION & PLACEMENT REGULATIONS

Nutrient	Include?	Unit	per 100 g/ml	per 100 g/ml (on pack) Calculated	per serving Calculated	% RI Per Serving	FOP Colour
Energy kJ	✓						
Energy kcal	✓						
Fat	✓	g					
- of which saturates	✓	g					
- Trans fatty acids	✗						
Carbohydrate	✓	g					
- of which sugars	✓	g					
Fibre[Analysed by AOAC]	✓	g					
Protein	✓	g					
Sodium	✗	g					
Salt	✓	g					

Identification

Product Title (On Pack): Dark Chocolate Jaffa Cakes

Sub Title (On Pack): golden sponge topped with tangy orange and half coated in dark chocolate

Legal Name: sponge cakes topped with orange filling and half coated in dark chocolate

Product Description:

Summary of changes in specifications:

HFSS Category:

Short Title: DPK CHOC JAFFA CAKE 125G

Short Code:

Next Review Date:

Effective From:

Effective To:

Availability:

Barcode:

2D Barcode Numeric Code
Do not use. Please refer to Claims and Logos page 2D Barcode fields to input.

Associated Product Files:

Sub Brand:

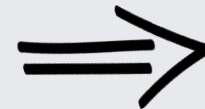
Sub Brand Claim:

Price:

Price Box Required? ✗

Details Page

- Glossary controlled field for HFSS Category
- 00. Not Applicable
- 01. Soft Drinks (with added sugar)
- 02. Savoury Snacks
- 03. Breakfast Cereals
- 04. Confectionery
- 05. Ice Cream, Ice Lollies (and similar frozen products)
- 06. Cakes and Cupcakes
- 07. Sweet Biscuits and Bars
- 08. Morning Goods
- 09. Desserts and Puddings
- 10. Yogurts
- 11. Pizza
- 12. Potato Products
- 13. Ready Meals, Meal Centres and Breaded or Battered Products
- 14. Multiple Categories (relevant multipacks only)



HFSS scores calculated & mastered in
 FIND (Trace One PLM)
 > space range display
 > in store ticketing

Navigating the challenging retail environment

DEPOSIT RETURN SCHEME

Launching 2024

Re-turn PRODUCER RETAILER

Ireland's new Deposit Return Scheme

Ireland will soon be introducing a Deposit Return Scheme. In February 2024, when you buy a drink in a plastic bottle, aluminium or steel can that features the Re-turn logo, you pay a small deposit in addition to the price of the drink. When you

Benefits How to return What to return Where to return Questions News Hub



Navigating the challenging retail environment

DEPOSIT RETURN SCHEME

Is the Primary packaging material in scope for DRS (e.g. Can - aluminium, steel; Bottle - PET) Yes

DRS Product Registration Category: 01. Water

Please select DRS Product Registration Category

DRS Product Registration Category	Description
<input type="checkbox"/> 01. Water	
<input type="checkbox"/> 02. Soft Drink	
<input type="checkbox"/> 03. Energy Drink	
<input type="checkbox"/> 04. Wine	
<input type="checkbox"/> 05. Spirit	
<input checked="" type="checkbox"/> 06. Cider	
<input type="checkbox"/> 07. Beer	
<input type="checkbox"/> 08. Dairy	
<input type="checkbox"/> 09. Other Alcohol	

Please select Claim(s)/Logo(s)

Claim or Logo	Type	Term
All	(all)	*DRS*

Search For wildcard searches include a * after your search criteria

Claim or Logo	Description	Reference	Type	Claim/Logo
<input type="checkbox"/> Deposit Return Scheme (DRS) Logo	Deposit Return Scheme (DRS) Logo In scope drinks lines only.		Logos	Logo



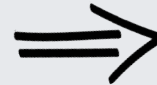
Packaging



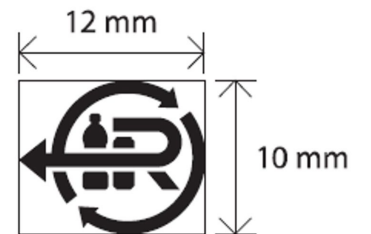
Analyze your packaging and reach your commitments

Explore your packaging and follow the evolution of your recyclability rate and packaging reduction.

Let's go !



Enhancements to packaging data requirements + new custom-made reports



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What does
the future
hold?



Scottish deposit return delayed until October 2025



Health

Could ultra-processed foods be harmful for us?

5 June · Comments



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Summary



Concluding remarks
TAKEAWAYS

The landscape is complex and continuously changing

Data needs to be present and accurate and
Data capture takes time

Method for data extraction of the right data is essential

Systems need to be dynamic to meet the growing need for change



Thank you for
listening!



