WELCOME TO CO-OP OWNED BRAND

OWNED BY YOU.
RIGHT BY YOU.

CONTENTS

- Who we are…
- What we stand for…
- How our brands look & feel…
- What our team looks like…
- What we're planning …

BUSINESS USE

WHAT IS CO-OP OWNED BRAND

Our ambition is for Co-op Brand to be the **BIGGEST** brand in the convenience market.

We will do this by:

- Supplying products through several channels…
- Consistently gaining recognition for our owned brand products and ranges…
- Showcasing our Co-op Difference through our ethics and values…
- Creating and supporting our sub-brands to enhance our offer further…

Nisa

Co-op Franchise

FRTS



BUSINESS USE

CO-OP'S OWNED BRAND RANGE

Our range currently operates in 97+ categories, 240+ subcategories with over 2700+ products

We offer a range which is constantly being updated, throughout the year, whether that be new Hot Cross Buns for Easter, Burgers for Summer or a Trendy new Mince Pie for Christmas, we always have newness landing.

Spring, we focus on freshness & excitement for the new year, with a focus on quick and easy meals, as well as last minute gifts for Valentines & Mother's Day such as flowers & treats!



Summer, we focus on ultimate convenience for BBQ's, Picnics and Treats to allow consumers to make the most of every minute of sunshine!



Autumn, we focus on convenience for when the nights draw in and the sweaters come out, we enhance our range with classic meals and tasty treats!



Winter, we focus on Winter Warmers & Festive Everyday, through Food to Go, Treats & Evening Meals, we've got something for every occasion, so no need to travel far in the cold!



BUSINESS USE

CO-OP OWNED BRAND

Co-op Honest Value

Helping those who are shopping on a really tight budget

HONEST VALUE

Co-op Core

Providing easy access to good quality products you can trust

Co-op Irresistible

Tempting everyone to try something delicious

IRRESISTIBLE

BUSINESS USE






co
op






























IRRESISTIBLE






















HONEST
VALUE













CO-OP BRAND TEAM

STRATEGY
We ensure that Co-op Brand appears consistently and in the right places for consumers so that they can trust us

QUALITY
We want a focus on the right quality in the right place, ensuring consumers are never disappointed

INNOVATION
We focus on delivering innovation that's relevant and compelling for consumers

TECHNICAL
We protect the UK's most trusted own brand proposition, renowned for quality, safety, legality, and integrity.

BUSINESS USE

CO-OP OWNED BRAND STRATEGY

Focusing on Brand and Categories

- We create relevant Co-op Brand Strategies to deliver our participation goals
- We ensure Co-op brand supports wider Business strategies and initiatives
- We ensure that Co-op Brand is represented in all relevant categories and that we are delivering the right offer for our members and customers
- We ensure that Co-op brand is represented in Co-op Food Communication Campaigns
- We are the ambassadors of Co-op Brand across our Co-op

BUSINESS USE

CO-OP OWNED BRAND QUALITY

Focusing on Quality of Products

- We are dedicated to producing, monitoring and improving high-quality Co-op Brand Products
- We provide guidance and assistance to other teams within Co-op, implementing a dynamic plan focusing on quality
- Our goal is to elevate Co-op brand to its fullest offering the best products we can to our members and customers.
- In our relentless pursuit of excellence, we strive to exceed expectations.

BUSINESS USE

CO-OP OWNED BRAND INNOVATION

Focusing on Innovation & Trends

- We aim to lead the way in innovation in Convenience and introduce new products under Co-op Brand.
- Our focus is to ensure our products are innovative, delicious and align with business strategies and goals.
- We continuously introduce new and innovative products, based on global, seasonal and national trends.
- Our aim is to push the boundaries and constantly evolve our ranges to stay ahead of the market in all aspects.

BUSINESS USE

CO-OP OWNED BRAND TECHNICAL

Focusing on quality, safety, legality & integrity of Co-op Owned Brand

- We strive to maintain consistently high-quality products that delight our customers.
- We protect our customers, never compromising on safety or legality.
- Customer trust in our own brand proposition is resolute.
- We embrace and champion innovation in support of our vison and Future of Food.
- We maximise the inherent value of strong working relationships

BUSINESS USE

THANK YOU

BUSINESS USE