

# Healthy & Affordable Recipes Factsheet

Encouraging healthy, sustainable and affordable cooking through recipe development

## Healthy Recipes

We pride ourselves in being market leaders in providing customers with recipe inspiration through our website, monthly OcadoLife magazine, social media posts, emails and more. Our brand ambassador Lisa Faulkner, along with our community of influencers, are all instrumental in providing customers with inspiration and nudging them to try new ideas, many of which are healthy and sustainable.

In our pursuit to make healthy and sustainable eating easier and more affordable for our customers, we have dedicated 'healthy' recipe section on ocado.com for which we have a set of nutrition criteria. In addition, we have dedicated vegan, vegetarian and gluten-free recipe sections.

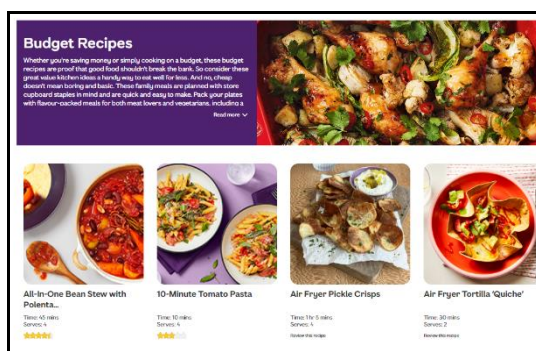


Criteria developed by our Nutritionist

To help customers make informed choices we include nutrition information for all the recipes within our monthly OcadoLife magazine. We have regular healthy recipe feature within the magazine, which also follows the same nutrition criteria as our website.

## Budget Friendly Recipes

We run regular 'eating on a budget' recipe features within OcadoLife and have a dedicated recipe section on ocado.com, as well working with our community of contributors to create budget-friendly recipes.



## Encouraging Health Cooking in Families

To help inspire families we regularly include lunch-box recipe ideas on our website and within OcadoLife. All recipes designed for children comply with strict nutrition criteria.

We've teamed up with the Community Shop charity to create 'Family Cook Clubs', where families are provided with healthy cooking skills, building confidence and education around healthy eating.

## Encouraging More Vegetables and Plant Based Cooking

We ensure that all main meals in our magazine feature at least a portion of vegetables, and we include the number of portions of vegetables alongside the nutrition information at the end of the recipe.

At the front of every issue of Ocadolife magazine, the 'eat the seasons' is a 6-8-page feature covering seasonal produce (predominantly vegetables and fruit, but also meat and fish) providing facts, preparation advice and recipe inspiration.



Our social media channels also regularly feature fruit and vegetable-based recipes and we have an 'in season' and 'seasonal stars' section on our grocery website which consists predominantly of fruit and vegetables and has high visibility on the site.



Around a third of our recipes in OcadoLife are vegetarian or vegan and we have dedicated areas on the recipe section of our website for both vegetarian and vegan recipes.

