

# M&S: Food



From simple basics to making everyday delicious – how our food has developed since 1884

## 1884

Our Penny Bazaars sell some basic food items, such as flour, spices and confectionery.



Cardiff, c.1900



## 1927

Ice cream counters were introduced in 1927, two years later we began selling sandwiches.

## 1931

M&S food departments opened in all stores, selling canned goods, fruit, vegetables and cakes.



Watford, 1939



Blackpool, 1938

## 1934

Provisions including cooked meats, sausages, pies, cheese and bacon were introduced to selected stores.

## 1935

Cafe Bars opened in a selection of stores. Customers could order hot meals including chops, steaks or fish and chips.



Hounslow Cafe Bar



Edmonton Cafe Bar

## 1937

We established our own fruit distribution centre in London's Covent Garden – a move to work directly with producers and suppliers that continues today.



Fruit display, 1930s

## 1941

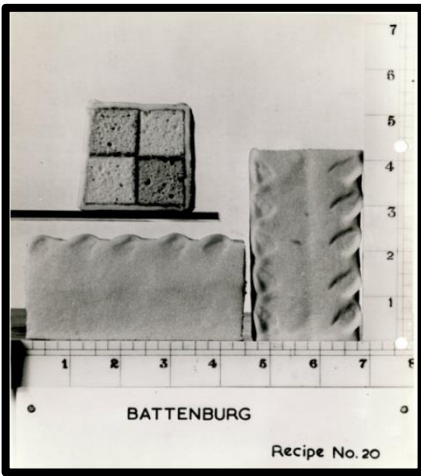
Food rationing was introduced. Cafe Bar and restaurant meals were not rationed, though some foods were in short supply.

Our café bars were very popular with customers as they did not require the use of ration book coupons for payment.



Cafe Bar, 1940s





Recipe testing, 1950

Self-service food shopping was introduced the same year. It completely revolutionised food retail spaces, with customers selecting their own food from open shelving. Wood Green store made history as it was used for the first trials of self-service at M&S.

## 1948

After the War we appointed a Technical Executive and Chief Chemist – Nathan Goldenberg – whose Food Technology Department went on to improve quality control, hygiene and safety standards.



Customer leaflet, 1948



## 1950s

Our Cake Department worked closely with suppliers to produce high quality, fast-selling cakes which could be produced in volume. Swiss Rolls and Gateaux were amongst the first cakes produced for M&S in this way. Following the de-rationing of sugar in 1953, our range of cakes and biscuits expanded rapidly.



## 1954

The first use of 'St Michael' on foods was likely to have been on a packet of Almond Crisps.

# NURSING TIMES

## HYGIENE IN A STORE

A Nursing Times survey  
of communal health in  
Marks and Spencer Ltd.

Official Journal of the Royal College of Nursing

*Nursing Times*, September 1960

# 1960

*Nursing Times* published a survey on hygiene in M&S stores, with recommendations on how techniques could be transferred to hospitals. It included praise of the smoking ban, introduced in 1959.

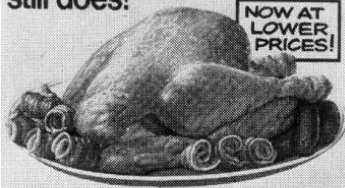


# 1960

Fresh, chilled chicken goes on sale in stores, in newly installed chilled cabinets – it is an immediate success with customers. We advertised that all St Michael chickens reach the customer only two days after being killed.

Remember when chicken used to taste like chicken?

A *St Michael* fresh chicken still does!



If you think that chicken these days tends to lack flavour, you're in for a nice surprise! St Michael chickens and chicken portions are *fresh, not frozen*, roasty plump and tender. You'll taste the difference immediately. And now, St Michael chickens are at *new lower prices!*

Some examples:  
Small 58p Now only 51p      Large 81p Now only 74p  
Medium 66p Now only 60p      Extra Large 91p Now only 88p

At all Marks & Spencer stores

Advertisement



Window display



# 1965

Armoride House opened adjacent to Marble Arch as our first separate food hall.



Armoride House, 1965



Frozen Foods, 1972

# 1971

Frozen foods are trialled in Edgware Road before being extended to 100 stores by 1973. Products ranged from peas and fish to foods such as lasagne.

# 1972

The Food Technology Department introduced 'sell-by' dates to wrappers, an innovation adopted by other retailers and which would later become a legal requirement.



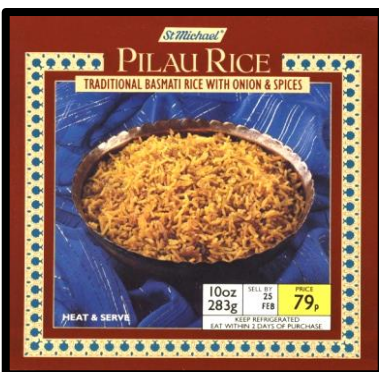
Sell-by dates, 1972



Food packaging

# 1973

Foil-wrapped, boil-in-the bag, 'convenience foods', such as Ravioli, were trialled in 1973, with more boil-in-the-bag products on offer by 1974.



Package holidays were becoming more popular, so M&S food ranges begin to reflect the public's interest in new cuisine, such as a new range of frozen Indian dishes that included chicken korma and pork vindaloo.

# 1979

Our ready prepared Chicken Kiev was launched. It was so successful we set up a new factory dedicated to producing the product.



Chicken Kiev, 1990



Marble Arch, 1982

# 1980

Sandwiches were re-launched – the most popular was Prawn and Mayonnaise, launched in 1981.



Food packaging, 1985

# 1985

A new range of vegetarian main meals, including lasagne and moussaka were introduced.

# 1985

The Calorie Counted Menu range is launched, with all seven meals containing less than 300 calories.



Food packaging, 1985

# 1987

We opened our first food only store at Pinner, North London. Customers were offered late night shopping every night, and a 200 space car park next to the store.



Pinner, 1987





Percy Pig packaging

**1992**

Percy Pigs were launched. By 2014 over one billion Percy Pigs have been sold.

**2000**

The Count On Us range was launched, with meals containing less than 3% fat and reduced calories.



Food packaging



Food packaging

**2000**

The growth of the organic market in the UK led to a relaunch of the M&S organic range. It had previously had to be withdrawn in 1993 due to lack of demand. They now sell 150 organic products in 150 stores. .

**2002**

By 2002 all eggs used in our food range came from free range hens.



Free range egg advertisement



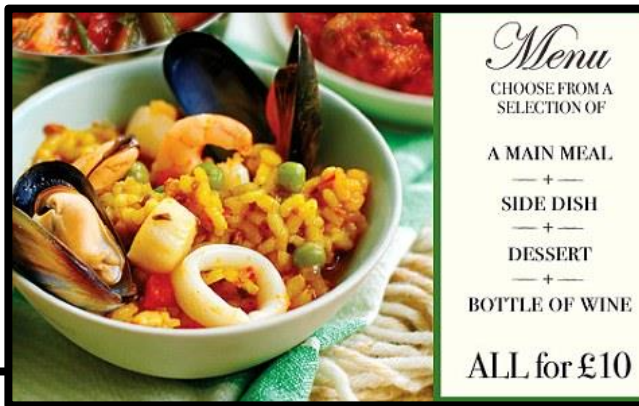
## 2004

Our first 'This is not just food, this is M&S food' television advert was aired. One of the most iconic adverts from this campaign featured the Melt in the Middle Chocolate Pudding. When aired, sales of the product increased 3000%

Melt in the middle chocolate pudding advertisement

## 2008

The popular Dine In For Two For £10.00 promotion was launched.



Food packaging

## 2010

The Fuller Longer range was developed with expert advice from scientists at the Rowett Institute of Nutrition and Health at the University of Aberdeen, renowned for its ground-breaking research on effective weight-loss.



Fuller Longer packaging



## 2012

We launched Simply M&S, a range of everyday food products and must-have kitchen ingredients that offered M&S quality at great value prices.



Simply M&S packaging

## 2014

Our Adventures in Food campaign, launched in 2014 showcases products such as our Chocolate Jaffa Spheres.



Food packaging

## 2016

We introduced a special yeast containing Vitamin D which improves bone health. Two slices of bread now includes 15% of the RDA for Vitamin D. We have also applied this to all of our Food on the Move sandwiches as an easy way for our customers to improve bone health.



Image from M&S World

## 2017

This year saw the launch of Adventures in Wonderfood, a new eat well range of healthy, balanced meals, snacks and ingredients created with everyday nutrition in mind.



Advertisement



Image from M&S World

## 2017

We partnered with British Airways to supply hot and cold food on short-haul flights, bringing together two iconic British brands. 8,500 BA staff received training on the M&S products and customer feedback will be used to develop the partnership.

## 2017

As a first in the UK we trialled laser labels for avocados which label the very outer layer without damaging the fruit inside, saving the use of paper and glue.



## 2018

We launched 'Used Our Loaf' beers. The beer is brewed exclusively for M&S by Adnams in Southwold, Suffolk, using surplus British M&S bread.

## 2018

We become the first UK retailer to have an own-brand range of gluten-free pastries. The 'Made Without' selection includes croissants, chocolate twists and apricot pastries, all made with creamy French butter.







Our no pork sausoyges. Image from M&S website

## 2019

In order to be more relevant to more customers we launched food ranges suitable for customers with specific food preferences. New lines include Plant Kitchen designed for vegans, Halal and Kosher meat ranges.

## 2019

On 24th July we opened the first 'Food Renewal' store at Hempstead Valley.

New hero displays for Produce, a bigger Bakery with a wider range and our bigger Frozen and Ambient sections, all encourage families to do a complete shop with us.



Food Renewal store at Hempstead Valley. Image from M&S website

## 2019

Cook with M&S is launched, a selection of quick and easy to follow recipes designed to provide great family value, flexibility and convenience to our customers with young families.



Image from M&S website

## 2019

We won Supermarket Bakery Business of the Year, for our 'excellent quality and impressive staff knowledge.'



Image from M&S website