

# Sainsbury's



ADAPT PRODUCT & WASTE & RESOURCES



## WHY

Sainsbury's is eliminating cardboard packaging of 'Basics' cereal boxes in order to reduce customer waste.

## HOW

- Sainsbury's customers cite packaging as their biggest environmental concern when grocery shopping.
- The UK retailer responded by replacing the cardboard boxes of its 'Basics' cereals with plastic packaging.
- Positive consumer response led to Sainsbury's converting the full range of its 'Basics' cereals to bags.

## BUSINESS VALUE

 RISK	<b>Brand sentiment</b> – The commitment to reduce waste strengthens the brand promise on sustainability issues.
 REPUTATION	<b>Short term cost</b> – The switch to plastic bags has reduced Sainsbury's overall packaging costs.

## CONSUMER VALUE



### FUNCTIONAL

Reduced packaging costs allow Sainsbury's to keep 'Basics' cereals at low prices. Less packaging means people have less waste to recycle.

## RESULTS

- "It will also reduce our packaging costs, enabling us to keep these cereals at low prices. As such, customers' wallets win, and the environment wins too."  
– Stuart Lendrum, Sainsbury's Head of Packaging. [Source](#)