



GOOD FOOD RETAIL

**LONG TERM
EVALUATION**

Interim Findings
September 2025

BRIGHTPURPOSE

THE EVALUATION

Background

- Previous evaluations showed impact but were carried out immediately after intervention
- The model has progressed and developed over time

Purpose

- To understand if Good Food Retail has resulted in a sustained increase in sales of healthier items over the **longer term**, and if so, to generate further learning on how this has been achieved

Methods

- Retailer visits (20 stores)
- Wholesaler engagement
- Stakeholder interviews
- Quarterly learning moments

Progress so far

- 1 year in
- Able to answer some questions, more to come

STORES NOW STOCKING AND PROMOTING HEALTHIER

All
20
stores

are still stocking
healthier options

11
stores

are showcasing a
healthier option within
their store in some way

9
stores

have healthier options
displayed at tillpoint

12
stores

have further expanded
on the healthier options
they stock

REASONS FOR BUY-IN

Expert advice

- Rice Marketing seen as a trustworthy and respected source of information
- Able to make evidence-based suggestions

Stock drop

- Recognised and accounted for risk
- Allowing them to try before they buy

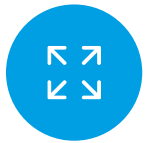
Health education

- Helped them to understand what is categorised as a healthier alternative
- Allowing them to have conversations around healthier with their customers

Modest ask

- Not asking too much of them
- Providing tailored options that they can pick from rather than make all change at once

OPPORTUNITY TO BUILD FROM HERE



Retailers are expanding on their healthier offer following the success of healthier lines, want to make it easy for them to do this



They are many open to ongoing engagement with the programme and receiving more guidance from Rice Marketing



Good Food Retail aligns with local strategic priorities, more now than ever as health becomes a bigger focus for local systems

ON THE HORIZON

- Price now a bigger priority for customers
- Businesses are quieter
- Budget-friendly healthier options more important than ever



The logo consists of a yellow chevron pointing to the right, with the word "BRIGHTPURPOSE" in bold black capital letters inside it.

BRIGHTPURPOSE

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