



**Environment, Food
and Rural Affairs
Committee**

Kris Comerford
Chief Commercial Officer (Food)
Asda
By email

14 May 2024

Dear Kris

Fairness in the food supply chain

We are writing to thank you for appearing before the Committee on 30 April, as part of our inquiry into Fairness in the food supply chain.

There are a number of points on which you offered to write to my Committee (for your convenience I have included a reference to the [transcript](#) where appropriate). I have also outlined other points where we would like to request a response due to the session being curtailed before these topics could be discussed. These points are set out below.

- Further explanation of steps Asda is taking to ensure consistency in unit pricing labelling for products on promotion (Q354).
- Details of all instances when products have decreased in size but not seen a reduction in price in Asda's stores, as well as all instances when the percentage of the most expensive ingredient in a product has been reduced without a reduction in price, since April 2022 (Q352).
- Details of the proportion of own-label products that Asda has reduced in size whilst keeping prices stable from April 2022- April 2023 and from April 2023- April 2024.
- The assessment Asda has made about the extent to which loyalty schemes exclude vulnerable groups and those less technologically able and any steps taken to improve the accessibility and transparency of loyalty scheme offers.
- Outline of steps Asda has taken to improve the affordability of food available in your smaller, convenience stores as compared to larger stores, including

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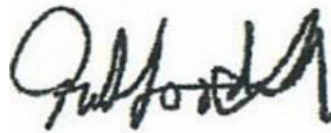
any assessment you have made regarding the availability of budget items in convenience stores.

- Details regarding price differentials from shopping online as compared to grocery shopping in-store.
- What steps, if any, Asda has taken to increase the proportion of healthier food on promotions compared to promotions of products that are high in fat, sugar and salt.

The Committee would be grateful if you could provide a response on the above by 31 May.

I look forward to receiving your response.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Rt Hon Sir Robert Goodwill', written in a cursive style.

Rt Hon Sir Robert Goodwill MP
Chair, Environment, Food and Rural Affairs Committee