

Layla Moran MP
Chair, Health and Social Care Committee
House of Commons
London
SW1A 0AA

10th November 2025

Dear Layla,

Re: Food and Weight Management Inquiry – Invitation to give oral evidence

Thank you for your invitation to give evidence to the Health Committee's inquiry into Food and Weight Management. Please accept my apologies for the delay in this response.

We fully support the aims of this inquiry and recognise the importance of understanding how the retail sector can work alongside Government to help improve diet and health outcomes.

While we are grateful for the opportunity, we would wish to respectfully decline the invitation to attend the Committee hearing on 3 December. As I am sure you will appreciate, fulfilling this obligation would require a significant amount of time for preparation and attendance, at what would coincide with our busiest time of year, Quarter 4 Christmas trading. Our relevant colleagues will rightly be focussed in December on delivering an exceptional service for our customers. If you wish to propose an alternative date in the new year which fits with the Committees schedule then we will be happy to consider this.

In the meantime I have provided below a statement and background information for your hearing on 3rd December, which I hope will prove useful. Please also pass on our appreciation to the Committee for considering Asda's contribution. Should the Committee wish to receive any additional written information on our Health Strategy or related initiatives, we would be pleased to provide further detail in writing.

Statement

"As one of the UK's largest supermarkets, Asda recognises the important role we play in supporting healthier choices for customers. Our Health Strategy builds on our long history of action in this area – from pioneering front of pack traffic light labelling to introducing our Live Better icon to help customers find the healthiest options in our stores. We work every day to improve the overall health profile of the food we sell and to make nutritious, affordable

food accessible to all. Working in partnership with Nesta, we have also committed to improving the sales weighted average health score of our food, setting measurable year-on-year targets aligned with the Government's 2004/5 Nutrient Profiling Model.” – Asda spokesperson

Background detail:

As one of the UK's largest supermarkets, Asda understands the important role we play in enabling customers to make healthier choices. In early 2024, we relaunched our Health Strategy, marking a new chapter in our long-term commitment to health. This includes a continued focus on providing accessible, affordable and nutritious products, as well as new initiatives designed to nudge behavioural change and help customers make informed decisions about their diets.

Our Health Strategy builds on Asda's track record of leadership in this space, including introducing front of pack traffic light labelling, reformulation in line with Government targets (Previously Public Health England targets) and creating the Asda Live Better icon, which helps customers identify the healthiest options in Asda's own brand range at a glance. Working in partnership with Nesta since 2023, an independent research organisation focused on extending healthy life expectancy in the UK, we have also committed to improving the sales weighted average health score of the food we sell, setting measurable year-on-year targets aligned with the Government's 2004/5 Nutrient Profiling Model.

Asda welcomes mandatory reporting on the healthiness of food and sales and is proud to have published a market-leading 2030 ambition on sales-weighted average health score. To support clarity and long-term collaboration on health, Asda supports the continued use of the existing nutrient profiling model (2004/5) to define healthy and less healthy food and drink products. The proposed move to the 2018 Nutrient profiling model represents significant risk in terms of time required for data collation, challenges with data accuracy with regards to free sugars and opportunity cost with regard to delays to progress on public health improvement.

Asda remains committed to evidence-based initiatives. As part of our 2-year partnership with Nesta, Asda implemented behaviour change trials across 10 stores in the Southeast of England between April and September 2025. These trials focussed on optimising the retail food environment to enable healthier choices - for example through merchandising, signposting and price incentives. The collaborative analysis with Nesta is underway for these trials and we intend to share the findings. In addition, we have collaborated in recent years

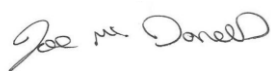
with Leeds Institute of Data & Analytics and the Institute of Grocery Distribution to run trials on driving healthier and more sustainable choices in-stores and online. The findings of these trials are either already publicly available or will be published once analysis completes.

In addition to evidence-based policy, Asda believes strongly in evaluation of health policy. Asda is proud to have collaborated with the University of Leeds, IGD and three other major retailers to share data to enable independent analysis by researchers at the University of Leeds to understand the impact of the HFSS legislation. This research was part of the Diet and Health Inequalities (DIO food) project, and the findings are publicly available.

Asda has always supported long-term health policy clarity to enable investment in aligned strategies across industry to support public health improvement. Through our 1200 food stores and 400 Asda pharmacies and opticians, we look forward to supporting Government's 10-year Health Plan for England including through community-based initiatives and weight management services. We are keen to collaborate on this moving forwards.

We look forward to continued efforts to drive improvements in our sales weighted average health score, and we have a pipeline of activity to support this progress, building the findings from previous trials. We are proud that our ESG report will be published shortly, showing positive progress in year 1 towards our 2030 health score ambition. Our priority remains to provide healthy, affordable, and accessible food to the 20 million customers we serve each week.

Yours sincerely,



Joe McDonald

Head of Corporate Affairs, UK