

Provenance in Food and Drink - UK - April 2012

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"The strong interest in provenance among the higher-earning households signals the ongoing potential to leverage origin information to justify added value. Emphasising provenance on-pack has potential to appeal to those consumers who are willing to pay more for a British product."

– Amy Lloyd, Senior Food and Drink Analyst

In this report we answer the key questions:

- How can leveraging the provenance angle add value to the food and non-alcoholic drinks industry?
- How can the market engage the younger consumer?
- How could linking provenance to the economy make the issue more relevant for consumers?
- How can the market leverage the patriotic events of 2012?
- How can making it easier for consumers to recognise local/British produce boost demand?

This report deals solely with the UK retail market. Therefore, sales of food and drink through restaurants and takeaways are excluded. This report discusses food with some coverage of non-alcoholic drink, but does not cover alcoholic drinks.

Provenance is defined as the origin or source of a product or its ingredients. Although provenance is associated with more than just the geographic source of these ingredients, and includes issues such as animal welfare, organic production, food miles and other production techniques, the topic is so diverse that, for the purposes of this report, the definition must be narrowed.

For this report, therefore, Mintel primarily aims to investigate provenance in terms of geographic sourcing, although other related issues may be discussed. The report mainly focuses on products originating in the UK, with products of detailed foreign origin also discussed in parts of the report.

For the purposes of the market size, both local foods, retailed within a 30-mile radius of where they were produced, and regional foods, sold in the same region of production and manufacture, are included.

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