



Student Information Pack

We are one of the country's largest supermarket chains, offering a range of goods in excess of 20,000 different lines, including both branded and own label products. The purchasing of these products is handled by breaking the range down into product groups, with a buying team dedicated to each individual group. For this reason, and due to the very large number of requests we receive from schools and colleges, pupils and students, we regret we are not able to provide personalised information on specific topics, or answer questionnaires.

This information pack is designed to give you a general background to our company, its products and services, which we hope you will find useful.





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MORRISONS

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The History

- William Morrison, father of current chairman, Ken Morrison, founded the company in 1899. Ken Morrison was awarded a Knighthood in the 2000 New Year's Honours List, for services to food retailing.
- From its origins as an egg and butter merchant in Bradford, West Yorkshire, the company developed into market stalls and on to counter service. Progress was such that in 1958, a small town centre shop was opened.
- In the 1960s, Morrisons was at the forefront of supermarket development, opening its first store, "Victoria", in Bradford in 1961.
- In 1967, Morrisons became a public company and was more than 174 times over-subscribed as over 80,000 investors tried to purchase shares.
- In March 2004, Morrisons formally completed the takeover of Safeway, creating a new force in UK food retailing.

Retail Philosophy

- Our philosophy is to offer outstanding value for money, unbeatable customer service and a pleasant shopping experience.
- We are renowned for our “no nonsense” approach to retailing, shunning hype and gimmicks in favour of plain selling. We are consistent and reliable in offering honest good value.
- It is “Morrisons Mission” to always deliver “The Very Best For Less”.
- Since March 2004, Morrisons has made more than 13,000 price cuts in Safeway stores

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Morrisons Today

- In the enlarged Morrisons Group there are more than 450 stores.
- Over three hundred of our stores have petrol station and customer cafes serving hot meals and snacks.
- Morrisons is the country's 4th largest supermarket chain, with an annual turnover of £14 billion.
- More than 10 million customers shop with Morrisons and Sainsbury's each week.
- Morrisons has a 15.6% share in the UK's grocery market and is one of Britain's fastest growing supermarket chains.
- We aim to provide all our customers with the very best value for money on their weekly shopping, wherever they live.
- Uniquely, we have always charged the same prices in every one of our large stores.
- Following the takeover of Sainsbury's, Morrisons stores now has a strong geographic spread right across the United Kingdom, providing the opportunity to give shoppers everywhere the benefits of high quality products at low prices and a strong offer across all fresh foods.
- We have more than 150,000 employees working in stores, factories, distribution centres and head office administrative functions.

- A programme to convert Safeway stores to the Morrisons format began in August 2004. We plan to convert four stores per week throughout 2005 meaning we will have 375 stores trading under the Morrisons banner by the end of 2005.
- There will be eight new stores openings in 2004. Morrisons will also continue to bid competitively for new sites and maintain its existing programme of store refurbishment and upgrading.

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The Brand

- More than 20,000 different products are displayed in our stores. As well as many favourite top brand names there is an extensive own label range.
- Morrisons own brand products offer quality and value across the whole weekly shop.
- Around 55% of the volume of all products sold is Morrisons own brand.
- We manage almost every aspect of our commercial operation in-house.
- Farmers Boy, is our own purpose built fresh food factory, producing pizzas, pies, cooked meats and sausages, as well as packing cheese and bacon.
- Wm. Morrison Produce Limited buys, packs and distributes all the fruit and vegetables sold in our stores. Fresh produce is delivered into our temperature controlled warehouses and packing plants in Cheshire and Yorkshire, for onward despatch to our stores nationwide.

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In Store

Our stores offer an exceptional range of fresh foods, groceries, household and home and leisure goods. There is also Market Street, our innovative collection of individual fresh food shops, focusing on personal service and bringing traditional craft skills into the modern supermarket environment. Quality fresh food is prepared in store every day in the following areas:

- **Bakery** - Master bakers produce freshly baked bread and mouth-watering cream cakes throughout the day, as well as sandwich bread for the in-store customer café. We were the first retailer to introduce American-style doughnuts, offering plain and filled options, alongside fresh popcorn, cookies and muffins in newer stores
- **Family Butcher** - Morrisons in-store butchers offer prime quality meat and poultry and were the first to introduce turkey meat to the counter. In-store butchers will prepare cuts to customers' individual requirements.
- **Fishmonger** – We fully prepare fresh fish in store and were the first company to receive the Seafish Quality Award for all our fresh fish and seafood counters. Whatever the request, from plaice to parrot fish, kippers to catfish, our fishmongers can get your choice of obtainable fish within 48 hours.
- **Pizzeria** - over 50 types of generously topped, award winning pizzas, the majority of which are produced in-store daily.
- **Fresh Sandwiches** – Over 50 sandwich varieties most of which are freshly made in-store to be sold on the day of production.

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In Store (continued)

- **Pie Shop** - we ring the bell throughout the day to let customers know that fresh pies are coming out of the oven.
- **Market Street Express** – everything offered is freshly packed from the counters (at the same price!) and affording greater customer convenience.
- **Oven Fresh** - freshly oven-cooked whole chickens and chicken portions, spare ribs and a variety of hot savoury foods are always available from the oven fresh department.
- **Salad Bar** - Morrisons was the first supermarket to introduce a self-service salad bar offering a range of over 30 salads freshly prepared in-store every day.
- **The Provisions Merchant** – for a superb selection of cooked meats, quiches, bacon and ham.
- **The Cheese Counter** - offers a tempting selection of traditional county and continental cheeses, including many award winning varieties.
- **The Wines and Spirits Merchant** - features a superb range of over 300 beers, lagers and ciders, over 200 spirits and liqueurs, along with more than 400 different highly praised wines from around the world.

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Customer Service

- Morrisons 10 million weekly shoppers demand unbeatable customer service, as well as low prices
- In addition to an exciting range of top quality products our customers can expect to receive the highest standards of service and care. We have many facilities designed to make a visit to Morrisons as convenient and comfortable as possible, including:

Extended opening hours at all stores, including
Sunday trading

Extensive free car parking, including spaces for
parents with children and drivers with disabilities

Cash-Point machines for most major banks

Recycling facilities including glass, can, bottle,
paper and textile banks

Petrol stations with the most competitive prices
around

Customer cafes offering snacks and hot meals
freshly prepared in-store throughout the day

Baby changing rooms and toilet facilities

Free glass loan service

- 'Morrisons Miles' is an electronic card based collection scheme operated at Morrison petrol stations. Fifteen miles are awarded for each full litre of fuel purchased. Every 5000 miles collected earns a free £5 Morrisons shopping voucher.

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Awards

We have received many accolades for our facilities and services, including:

- Store Manager of the Year 2004 (the third successive year that a Morrisons General Manager has won this award)
- Retail Product of the Year Award, Morrisons 'Classic Walnut Dream Ice Cream', 2004
- Retail Week – Retailer of the Year 2004
- OLN Drinks Retailing Awards 2004 - Multiple Drinks Retailer
- Fresh Pasta Retailer of the Year, 2003
- The Grocer Gold Award for Availability, 2003
- Fresh Pasta Retailer of the Year, 2002
- Multiple Beer Retailer of the Year, 2002
- Multiple Retailer of the Year, Retail Industry Awards 1999/2000
- Off Licence Retailer of the Year, Retail Industry Awards 2000
- Multiple Retailer of the Year, Off Licence of the Year Awards 2000
- Pizza Retailer of the Year 1999/2000
- Best Supermarket Fish Counter 1999/2000 (for an unprecedented fifth year running)
- Gold Award, 'Winning Business' magazine's Retail Customer Service Survey 2000 – the only retailer to be awarded 'Gold'
- Best Large Retailer, Disability Customer Service Awards 2000

- Fresh Produce Retailer of the Year 1998/99
- Off Licence Retailer of the Year 1998/99

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Stores Opened in 2004

- Kilmarnock – Opened 1st February
- Hartlepool – Opened 1st March
- Wetherby (rebuild) – Opened 22nd March
- Falkirk – Opened 7th June
- Knottingley – Opened 11th October
- Swansea – Opened 25th October
- Manchester – Opened 8th November

Stores Opened in 2003

- Port Talbot – Opened 17th February
- Ebbw Vale – Opened 21st February
- Barrow – Opened 9th June
- Failsworth – Opened 28th July
- Liverpool – Opened 11th August
- Anlaby – Opened 14th July
- Rotherham – Opened 13th October
- Bristol – Opened 27th October
- Barnsley – Opened 10th November

Charity Support

Each year we adopt a Charity of the Year. Our chosen charity is currently Diabetes UK. Last year we raised £552,000 for Marie Curie and £459,000 for Save the Children the year before.

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