Top tips for food retailers in

Norfolk & Suffolk

Action Plan
It provides 10 practical steps to enhance operations, customer engagement and sustainability.

1. Local Sourcing & Provenance: Partner with Norfolk/ Suffolk farms and producers to highlight local ingredients.

2. Freshness & Stock Rotation: Implement First In First Out systems and use digital inventory tools to reduce waste.

3. Sustainable Packaging: Offer refill stations or compostable packaging and encourage reusable containers.

4. Health & Allergen Transparency: Clearly label allergens and nutritional info; offer diverse dietary options.

5. Sampling & Tastings: Host tasting events and collaborate with local chefs or food bloggers.

6. Click & Collect/ Local Delivery: Use delivery platforms or set up your own system for local orders.

7. Seasonal Promotions: Align offers with local events and create themed product bundles.

8. Waste Reduction Partnerships: Join food waste schemes or donate surplus to food banks.

9. In-Store Experience: Use scent marketing and warm lighting to create a welcoming atmosphere.

10. Customer Loyalty Program: Offer digital punch cards or discounts for repeat visits.