



## Top tips for food retailers in Norfolk

### Action Plan

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

- 1. Local Sourcing & Provenance:** Partner with Norfolk 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.