

# SELFRIDGES GIVES THE GIFT OF LESS PLASTIC THIS CHRISTMAS

**THE RETAILER IS LAUNCHING A SUSTAINABLE ALTERNATIVE TO PLASTIC IN ITS CHRISTMAS FOOD PACKAGING**

**TWO THIRDS OF UK CONSUMERS BELIEVE THAT CHRISTMAS FOOD PRODUCTS ARE WRAPPED IN TOO MUCH PLASTIC PACKAGING, AND ALMOST TWO THIRDS ARE CONCERNED ABOUT THE OVERALL IMPACT OF CHRISTMAS ON THE ENVIRONMENT\***



**This Christmas Selfridges is launching a sustainable alternative to plastic packaging across its own brand range of festive food using innovative home compostable cellulose film NatureFlex™.**

As part of Selfridges' commitment to making its products better for people and the planet, iconic items in this year's Selfridges Selection Christmas range, including mince pies and Christmas cake, are now 100% plastic free. The plastic used in the packaging of these products in previous years, for example in trays, windows and bags, has this year been replaced with either recyclable card or NatureFlex™.

The plastic alternative looks, feels and behaves like plastic, but is made from renewable and responsibly sourced wood pulp and entirely home compostable in just eight to ten weeks. The cellulose film, made in Cumbria, was several years in development to achieve certified status for home composting. Customers will be able to tell at a glance thanks to a sticker on the packaging that says 'I'm compostable – just place me in your home food waste'. Selfridges is continuously looking at ways to improve the sustainability of all its own label products and working on solutions across its Foodhalls and in restaurants.

There is increasing demand for more environmentally responsible packaging, with new Selfridges' research\* saying that 82% of consumers are concerned about the environmental impact of plastic food packaging. With the festive season being a time for entertaining and indulgence, almost two thirds of people (64%) are concerned about the impact of Christmas specifically on the environment and more than half of UK consumers (56%) will consider the amount of packaging when buying Christmas food. With the introduction of NatureFlex™ film to the range, this year almost 90,000 individual mince pies and more than 3,000 Christmas cakes sold at Selfridges will no longer come wrapped in plastic.

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Daniella Vega, Selfridges' Director of Sustainability, says: "We know our customers share our concern for the environment and we're continually looking at ways in which we can address the sustainability of our products as part of our Buying Better, Inspiring Change approach which sits at the heart of our business strategy. This includes reducing our plastic use and introducing more sustainable products and packaging. NatureFlex is an incredible alternative; it looks just like plastic but can be easily popped into the food waste bin or home compost after use. We look forward to introducing this innovative product to our customers and helping them to tackle plastic waste this festive season."

Clare McKeown, UK & Ireland Sales Manager at Futamura, manufacturer of NatureFlex™, comments: "We're delighted to be working with Selfridges in making their food and drink packaging more sustainable. If other retailers follow their lead and consider the same swap, we have the potential to eliminate an enormous amount of plastic from landfill, which would have a hugely positive impact on the environment."

As well as the reduction of plastic across the Selfridges Selection range, this year all products are palm oil free, following the brand's commitment to removing it from all own label products by December 2019.

In a response to increased consumer demand for plant-based food, for the first time there are nine new vegan Christmas favourites in the own label collection, including Vegan Spiced Pumpkin Panettone and Vegan Chocolate Pralines that rival their classic counterparts on flavour.

Selfridges' commitment to reducing plastic and finding sustainable packaging alternatives extends beyond the festive season and the retailer will be rolling out NatureFlex™ to a selection of its all year round biscuits and cakes. Selfridges has a long history of addressing the issue of plastic pollution as part of its Project Ocean campaign which launched in 2011.

**- ENDS -**

#### **NOTES TO EDITORS:**

##### **\*YUGOV SURVEY RESULTS**

*All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 2109 UK adults. Fieldwork was undertaken between 16th - 17th October 2019. The survey was carried out online. The figures have been weighted and are representative of all UK adults (aged 18+)*

- 82% of consumers are concerned about the environmental impact of plastic food packaging
- Almost two thirds (64%) of consumers are concerned about the impact of Christmas on the environment
- More than half (56%) of UK consumers will consider the amount of plastic packaging when buying Christmas food like Christmas cake and mince pies this year
- Two thirds (68%) of UK consumers believe that Christmas food products are wrapped in too much plastic packaging

## **Buying Better, Inspiring Change:**

Through Buying Better, Inspiring Change, Selfridges now leads a retail revolution by pledging to raise the ethical standards of at least 50% of the products it sells across all its departments by 2022. "Buying Better Inspiring Change" is at the heart of the Selfridges Strategy.

Based on Goal 12 of the UN Global Goals – Responsible Consumption and Production - we look at the impact of our operation and how we buy, sell, build, work and ship.

Fashion is one of the most polluting industries in the world, and the second largest consumer of water. Making textiles uses water, energy, chemicals, and other resources that most people don't think about, or ever see. We know our customers care and want us to highlight brands who put sustainability at the heart of everything they do.

We focus on our partners (these are all the brands we work with) because we know that by working as one we can co-create a step change in ethical trade across fashion, food and beauty.

## **Key Selfridges sustainability milestones:**

2019

- Launched six new labelling categories as part of the Buying Better labelling scheme
- Committed to removing all exotic skins by 2020
- Removed all Palm Oil from its own label products

2018

- Removed all single use plastic carbonated drinks

2017

- Removed all plastic straws from Food Halls, concessions and restaurants
- Converted to green electricity
- Launched a partnership with Positive Luxury
- Launched CupCycling initiative (coffee cups are recycled and turned into Selfridges shopping bags)
- Launch of Buying Better labelling (cotton, denim, British makers)
- Won National CSR award and Better Society Award for our partnership with ZSL, and TVE award for Material World film

2016

- Removed microbeads from all beauty products
- With ZSL and partners, launched #OneLess campaign
- Second Carbon Trust triple standard
- Won IGDS award for best sustainable department store

2015

- Removed all single-use plastic water bottles
- Removed all plastic carrier bags

2014

- First department store to be awarded and retain The Carbon Trust Triple Standard for reduction in energy, water and improved waste management

2013

- Selfridges banned squalene from all beauty products in the Beauty Hal

2012

- Selfridges co-founded the Marine Reserves Coalition, which has now evolved into the Great British Oceans coalition (including the Zoological Society of London, Greenpeace, Marine Conservation Society, Pew Charitable Trust, RSPB and Blue Marine Foundation)

2011

- Selfridges launched Project Ocean

2009

- Selfridges banned the sale of foie gras

2005

- Selfridges became fur free

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