

WHSmith launches new food range under 'Smith's Family Kitchen' brand



WHSmith, the global travel retailer, has today launched Smith's Family Kitchen, a brand-new, delicious, food to go range exclusively available in over 300 WHSmith UK Travel stores.

With more travelling customers turning to WHSmith as their food to go retailer of choice when on the move than ever before, WHSmith is launching its first ever own-brand food range. Smith's Family Kitchen, which has been designed specifically for today's travelling customer, is made up of over 30 quality products including sandwiches, salads, wraps and baguettes to ensure customers don't need to compromise on taste when on their journey.

The new range and brand have been developed by customers for customers with the branding, design, packaging and product developed on feedback from over one thousand shoppers. Created with a team of chefs and product developers, each product is made using high quality ingredients and offers an extensive choice from family favourites and punchy flavours alongside other delicious and healthy choices.

This includes new tastes available at WHSmith for the first time such as the gochujang Korean BBQ chicken wrap with pickled slaw, and a New Yorker inspired sandwich made with salt beef. Additionally, and in response to growing customer demand, WHSmith will be introducing new vegetarian and vegan products – including the falafel and hummus wrap and Mexican naked

burrito bowl with sweet potato and chipotle sauce, using fresh salad leaves locally sourced from where the products are made. Smith's Family Kitchen offers a wide range of choice at different price points and as part of its famous meal deal so that there is something for every customer.

UK Travel is the largest division in WHSmith, with 590 stores across the UK in airports, railway stations and hospitals. The retailer recently reported strong growth for UK Travel in the first half of the year, driven by the business' transformation from a news, books and convenience retailer, to a one-stop-shop for travel essentials.

WHSmith has already seen strong customer responses to the roll out of its one-stop-shop format in its larger stores including London Heathrow, London Gatwick and most recently Birmingham Airport, with expanded health & beauty, tech, and more food to go ranges. The retailer sees significant scope for this store format to be rolled out to more stores across the UK Travel estate, as well as new store openings in key locations.

Food to go and meal deals are one of the key reasons customers shop with WHSmith when travelling. Over 11 million meal deals made from over 900,000 product combinations are sold by WHSmith each year. This investment in both the food brand and product quality strengthens the choices available to customers in WHSmith and is the next step in WHSmith's one-stop-shop format development.

Andrew Harrison, Managing Director, UK Travel, WHSmith commented:

"We're on a mission to offer time-pressed customers all their travel essentials under one roof with a fast and convenient shopping experience. With millions of customers turning to WHSmith each year to fuel their journeys, we're making our biggest investment in WHSmith's food offer since we first started offering chilled food and drinks in our Travel stores more than 10 years ago, with the launch of a new and delicious food to go range.

"Working with a team of chefs to tailor our range and ensure we're using the best quality ingredients has been fantastic, and the team has done an excellent job with the look and feel of the new brand - it's a really exciting time for the business. We never sit still and we're constantly innovating to give our customers even more reasons to shop with WHSmith on their travels."

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Notes to Editors:

About WH Smith

WHSmith is a leading global retailer in news, books and convenience for the world's travelling customer. With more than 1,700 stores across 30 countries worldwide, WHSmith offer customers a wide range of books, newspapers & magazines, travel and digital accessories and food and drink. The Company has a growing international business with over 600 stores primarily across the world's leading airports. In November 2018, WHSmith acquired InMotion, a leading global technology retailer in US airports, now operating over 120 stores, including stores in the UK, Spain and Australia. In December 2019, WHSmith acquired Marshall Retail Group, a leading and fast-growing US travel retailer with over 170 stores.