

## Snow way! WHSmith launches first ever own-brand Christmas sandwich range across its Travel stores



**WHSmith, the global travel retailer**, has introduced its first ever own-brand range of deliciously festive Christmas sandwiches in 300 travel stores across the UK.

Launching as part of WHSmith's exclusive *Smith's Family Kitchen* food to go range, the Christmas selection is made up of eight different sandwiches, designed for the travelling customer in search of some Christmas magic on their journey.

Available in-store now, the new range includes both classic Christmas flavours such as the **Ultimate Christmas Dinner** combining delicious turkey, sage & onion stuffing, and cranberry on a malted brown bread, as well as introducing new flavours such as the **Merry Miso Chicken** on a brioche bun. Additionally, the wide selection includes both vegetarian and vegan options, such as the **Vegan Spiced Parsnip Christmas sandwich**, reflecting customer demand for a wide range of product choice. Every Christmas sandwich is included in the WHSmith meal deal and will be available from now and throughout the most wonderful time of year.

**Andrew Harrison, Managing Director, UK Travel, WHSmith commented:** *"In my book, your first Christmas sandwich marks the true start of the festive season, and our new range is perfectly designed to get all our travelling customers into the Christmas spirit. This launch marks another food first for WHSmith and shows just how committed we are to growing our food credentials and offering a high-quality range for travelling customers, particularly those wanting a bit of Christmas magic on their journey!"*



WHSmith's Christmas sandwich launch is the latest example of how the retailer is responding to the growing demand for food among its travelling customers. Earlier this year, WHSmith launched *Smith's Family Kitchen*, its first ever own-brand food to go range of high-quality products for customers to choose from on the move, from sandwiches and wraps to salads. Since launch, customers have responded positively and sales have been ahead of expectations, with the *Smith's Family Kitchen* BLT the bestseller.

WHSmith operates more than 500 stores across air, rail and hospitals, with both the air and rail travel markets having experienced increases in leisure passenger numbers. As a result, demand for high quality, convenient food options among landlord partners and customers has grown.

Food has been part of the retailer's core customer offer for over ten years, and today WHSmith sells over 11 million meal deals a year. Food now represents c.15% of revenue in Travel UK, WHSmith's largest division. The category is expected to grow further over the coming years as the retailer builds its one-stop-shop strategy to offer travelling customers a wide range of products under one roof including food, health & beauty, books & magazines and tech accessories.

**ENDS**

### **Enquiries**

WHSmith Press Office

T: +44 (0)1793 563354

E: [press.office@whsmith.co.uk](mailto:press.office@whsmith.co.uk)

### **Notes to editors**

For additional high-res imagery please contact the press office.

### ***Smith's Family Kitchen Christmas Sandwich Range***

- Merry Miso Chicken in a Brioche Bun
- Christmas Combo Pigs Under Blankets & Chicken, Bacon & Stuffing
- Red Leicester & Mature Cheddar with Christmas Cranberry Slaw
- Spiced Parsnip Christmas Sandwich
- Ultimate Christmas Dinner
- Two Bird Christmas Roast

- Christmas Market Inspired
- Brie & Cranberry in a Pretzel Bun

**About WHSmith**

WHSmith is a leading global travel retailer in news, books and convenience for the world's travelling customer. With more than 1,700 stores across over 30 countries worldwide, WHSmith offer customers a wide range of books, newspapers & magazines, travel and digital accessories and food and drink. The business has a growing international business with over 600 stores primarily across the world's leading airports. This includes more than 300 stores in North America, the world's largest travel retail market.