



**FROZEN  
FOOD WEEK**

## **Frozen Food Week Comms Plan**

### **Campaign strapline**

Reduce food waste. Save the planet. Think frozen.

### **Campaign Hashtags**

#FrozenFoodWeek #ReduceFoodWaste #SaveThePlanet #ThinkFrozen

### **The aim**

The BFFF wants to encourage consumers to reduce their household food waste by using more frozen food in their day to day purchasing, to reduce the 4.5 million tonnes of edible food thrown away each year. The strategy of the week will be based around these points:

- Educate how Frozen Food can help with food waste
- Challenge consumers to think frozen
- Promote the benefits of Frozen Food
- Demonstrate how much consumers can save money if they reduce their household waste

### **The target audience**

We want to reach as wide an audience as possible, but we want to focus our resource to

- Gen Z shoppers  
They are more likely to buy sustainable, high-quality products. They are often drawn to brands that share their point of view and are more economical and price sensitive. Social media plays a significant role to the Gen Z audience they use the channel to seek inspiration, research products and connect with their favourite brands.
- Millennial shoppers  
They are drawn to brands and value products more which align to their emotional needs. Millennials enjoy sharing and hearing opinions through their social media channels and appreciate when brands make ads relevant and personalised for the group.
- Gen X shoppers  
They have prioritised digital shopping (including groceries) over the last year, and tend to rely on researching social media networks and search engines. Gen X shoppers have seen lots of marketing methods, so engage better

with to-the-point and direct campaigns rather than exaggerated campaigns.



### **Plan for Frozen Food Week**

Monday: No meat/Plant-based

The category of innovation and inspiration, consumers can discover their favourite meat alternatives and plant-based substitutes down the freezer aisle.

Tuesday: Frozen veg

Consumers will discover how sustainable the frozen veg supply chain from the farming and the processing to the distribution.

Wednesday: Frozen fruit

Out of season sensations. Frozen is nature's pause button which allows consumers to have their favourite fruits throughout the year.

Thursday: Frozen savoury

Start every day the right way with the delights of a bakery in your freezer.

Friday: Frozen fish

Don't compromise on fish Friday. Frozen fish and seafood is 25% less expensive than fresh\* and conveniently portioned to help reduce household waste.

Saturday: Ice Cream

Sweet treat production lines and recipes which reduce food waste.

Sunday: The Frozen Community

Share influencer accounts and websites for frozen food inspiration and ways to reduce household food waste.

### **Industry engagement**

Frozen food companies will be able to download full asset packs from the Frozen Food Week landing page located on the [Fresh From The Freezer](#) website. We encourage all frozen food companies to download the asset pack and use the templated tools to promote frozen food to their audience. Companies will be able to use their own product imagery, brand styles and content while incorporating the Frozen Food Week logo.

### **Influencers:**

Influencer packs will be shared with influencers ahead of the Frozen Food Week to encourage them to engage with the awareness week and post their own content about reducing household waste through buying frozen food.



## Key facts

WRAP Research:

- WRAP research shows we now (2018) throw away 6.6 million tonnes of household food waste a year in the UK.
- Of the 6.6 million tonnes we throw away, almost three quarters (70% of the total) is food we could have eaten (4.5 million tonnes).
- Around 70% of UK food we throw away (post farm gate) still comes from the home.
- Food that could have been eaten but gets thrown away (4.5 million tonnes) is worth around £14 billion (£13.8 billion).
- This is around £60 per month for the average family with children. The carbon associated with this food is equivalent to that generated by one in five cars on UK roads.
- A UK household wastes on average the equivalent of eight meals a week.\*  
*\*Based on 4.5 million tonnes of wasted food, 420g meal weight and 27,576,000 households*
- Reasons for food being thrown away:
  - o 41% (£5.7 billion) Not used in time
  - o 28% (£3.9 billion) Personal preference
  - o 25% (3.5 billion) Cooked, prepared, served too much
  - o 6% (800 million) Other
- Every day in UK homes we throw away approximately:
  - o 20 million whole slices of bread (equivalent to 1,000,000 loaves at 20 slices per loaf; but more than a third less than in 2007)
  - o 920,000 (0.9 million) whole bananas
  - o 720,000 (0.7 million) whole oranges
  - o 800,000 (0.8 million) whole apples
  - o 1.2 million whole tomatoes
  - o 4.4 million whole potatoes
  - o 2.7 million whole carrots
  - o 970,000 (1.0 million) whole onions
  - o 86,000 whole lettuce
  - o 3.1 million glasses' worth of milk
  - o 2.2 million slices' worth of ham

Iceland Birdseye Research:

- Overall there was a £554.74 saving (£1820.43 rather than £2375.17) when using the frozen rather than the fresh food
- The frozen food was 23.35% cheaper
- The average cost for a fresh week was £125.01 (Some participants did not eat 21 meals)



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- The average cost for a frozen week was £95.81 (Some participants did not eat 21 meals)
- The average cost saving per week was £29.20
- Further research commissioned by Birds Eye and Iceland before lockdown took a deep dive into consumer shopping habits and found that over £188 million worth of food was wasted nationwide each week. For every £1 spent at the till, more than 15p was money down the drain due to the amount of fresh food thrown away.