
M&S FOOD TIMELINE



1884

M&S Penny Bazaar market stalls sold some types of packaged food, such as flour, spices and sweets.



M&S

EST. 1884

Cardiff c.1900

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1927

Ice-cream counters opened in some stores. Two years later fresh sandwiches are sold alongside the ice-creams for the first time.



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1931

Food departments opened in all M&S stores, selling tinned foods, fruit, vegetables and cakes.

Watford 1939

1934

A few years later we started selling cooked meats, sausages, pies, cheese and bacon in some stores too.



Blackpool 1938

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1935

The first M&S Café Bars opened in a small number of stores. Customers could order from popular meals of the time - chops, steaks or fish and chips.

Edmonton Café Bar



1940

Britain was now at war and food was rationed. Rationing didn't apply to Café Bar and restaurant meals, so M&S Café Bars were very popular with customers as they could get a hot meal without using up their ration tokens.

Café Bar 1940s

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1948

For the first time, customers could choose their own food shopping from open shelves. This was a new idea – until 1948 you'd always had to ask a sales assistant to select your food for you. The first store to try this new way of shopping was Wood Green in London.



EST. 1884

Customer Leaflet
1948

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1960

Before the 1960s the only chicken you could buy in supermarkets was frozen. There was no way to keep the meat cool enough (to stop bacteria growing) as it was transported from farm to shop without freezing it. Customers preferred fresh chicken that wasn't frozen, so M&S technologists invent the Cold Chain. They used new technology to create refrigerated lorries, store rooms and chilled shelving so that the chickens were kept at a safe temperature for customers.

Remember when chicken used to taste like chicken?

A *St Michael* fresh chicken still does!

NOW AT LOWER PRICES!

If you think that chicken these days tends to lack flavour, you're in for a nice surprise. *St Michael* chickens and chicken portions are **fresh, not frozen**, really plump and tender. You'll taste the difference immediately. And now, *St Michael* chickens are at **new lower prices!**

Some examples:

Small 56p	Now only 51p	Large 81p	Now only 74p
Medium 66p	Now only 60p	Extra Large 97p	Now only 88p

At all Marks & Spencer stores

Advertisement



Chilled Food Display

new lower prices

St Michael chickens fresh not frozen

new lower prices

examples

9 ³ / ₄	14 ⁹ / ₁₆	17 ¹ / ₂
8 ⁹ / ₁₆	13 ⁶ / ₁₆	15 ⁶ / ₁₆

tender and succulent
full of flavour

St Michael FOOD—always sold FRESH

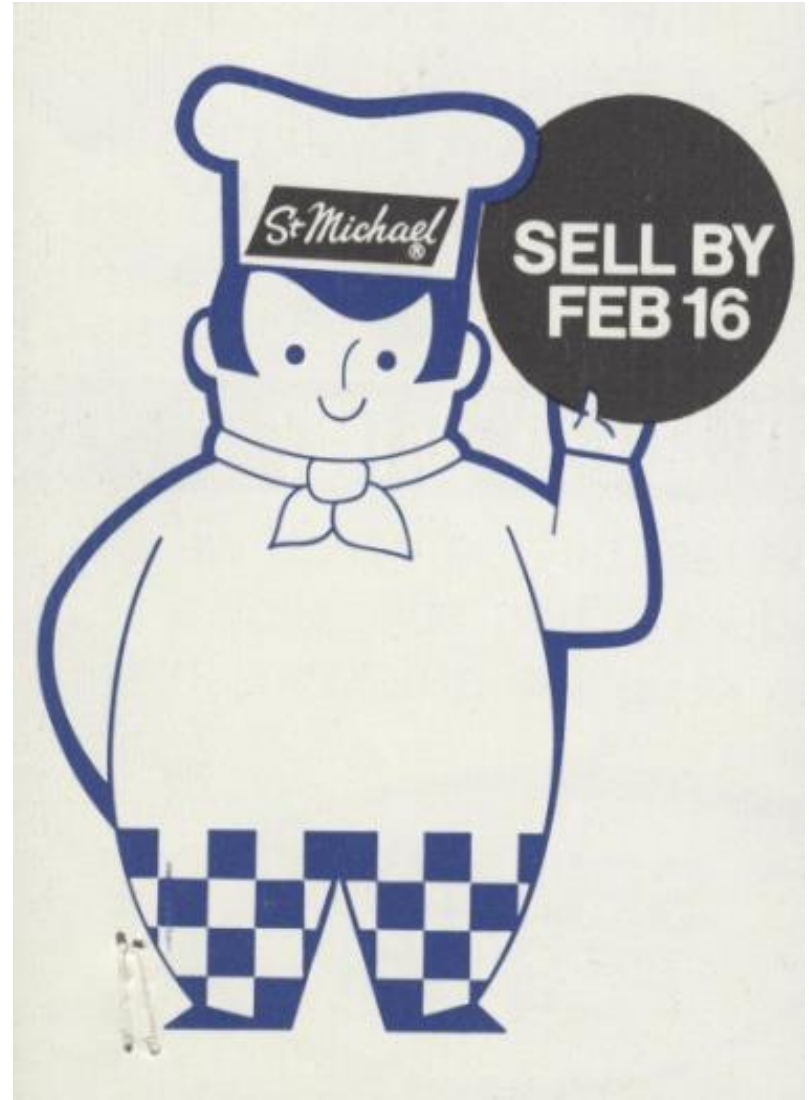
Window Display

M&S FOOD TIMELINE



1972

We wanted our customers to know that our food was really fresh, and to let them know how long certain foods would be fresh for, so the Food Technology Department introduced 'sell-by' dates to food wrappers. Other food stores soon started doing this too, and it eventually became the law for food to have a sell-by date.



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Sell-by Dates
1972

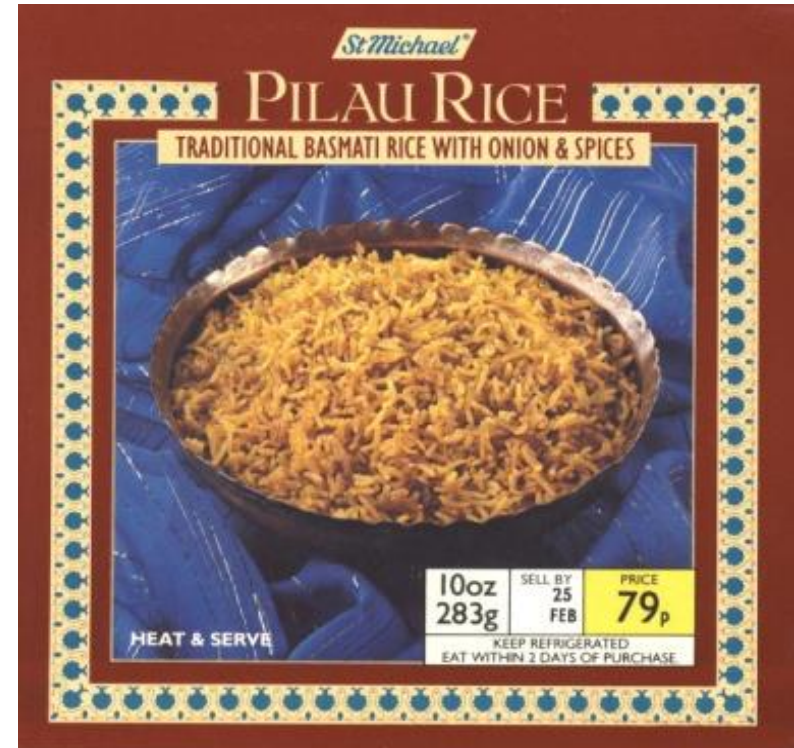
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1974

In the 1970s more people were going on package holidays, which were a less expensive way of having a holiday abroad. M&S food ranges began to change as customers were more interested in food from other countries, for example frozen and chilled Indian dishes like chicken korma and pork vindaloo. Before microwaves were common we sold foil-wrapped, boil-in-the bag, 'convenience foods', such as Ravioli, which were quicker to prepare than frozen meals.



Food Packaging
 1970s



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1980

Fresh sandwiches are sold in M&S stores again. The most popular filling is Prawn and Mayonnaise, launched in 1981.



Marble Arch
1982

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1993

Percy Pig is was created in 1993. He' s still one of our most popular characters and by 2014 over one billion Percy Pigs had been sold. He also has over 200,000 followers on Facebook!



Percy Pig Packaging

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2000

M&S aims to help people make healthy choices, so we created the Count on Us range, with meals containing less than 3% fat and fewer calories.



Count on Us Packaging

M&S

EST. 1884

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2002

Animal welfare is extremely important at M&S. We make sure that all animals that supply food products for us are well looked after. Since 2002 we've sold only free range eggs and we use them in all our food.



Free Range Egg Packaging

M&S

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2004

Our first 'This is not just food, this is M&S food' advert was shown on television. One of the most famous adverts from this campaign featured the Melting Middle Chocolate Pudding. The weekend that the advert was shown, sales of the pudding increased 3000%!



Melting Middle
Chocolate Pudding

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2012

We launched Simply M&S, a range of everyday foods and kitchen ingredients that offered M&S quality at great value prices.



Simply M&S Packaging



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2016

In January 2016 M&S started selling mini avocados. We were the first food store to sell the new tiny fruit, that are naturally smaller. The mini avocados are the perfect size for a single portion, meaning that less food will be wasted.



M&S Mini Avocados

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