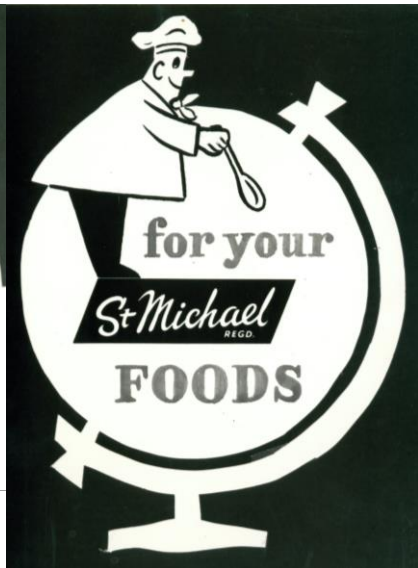
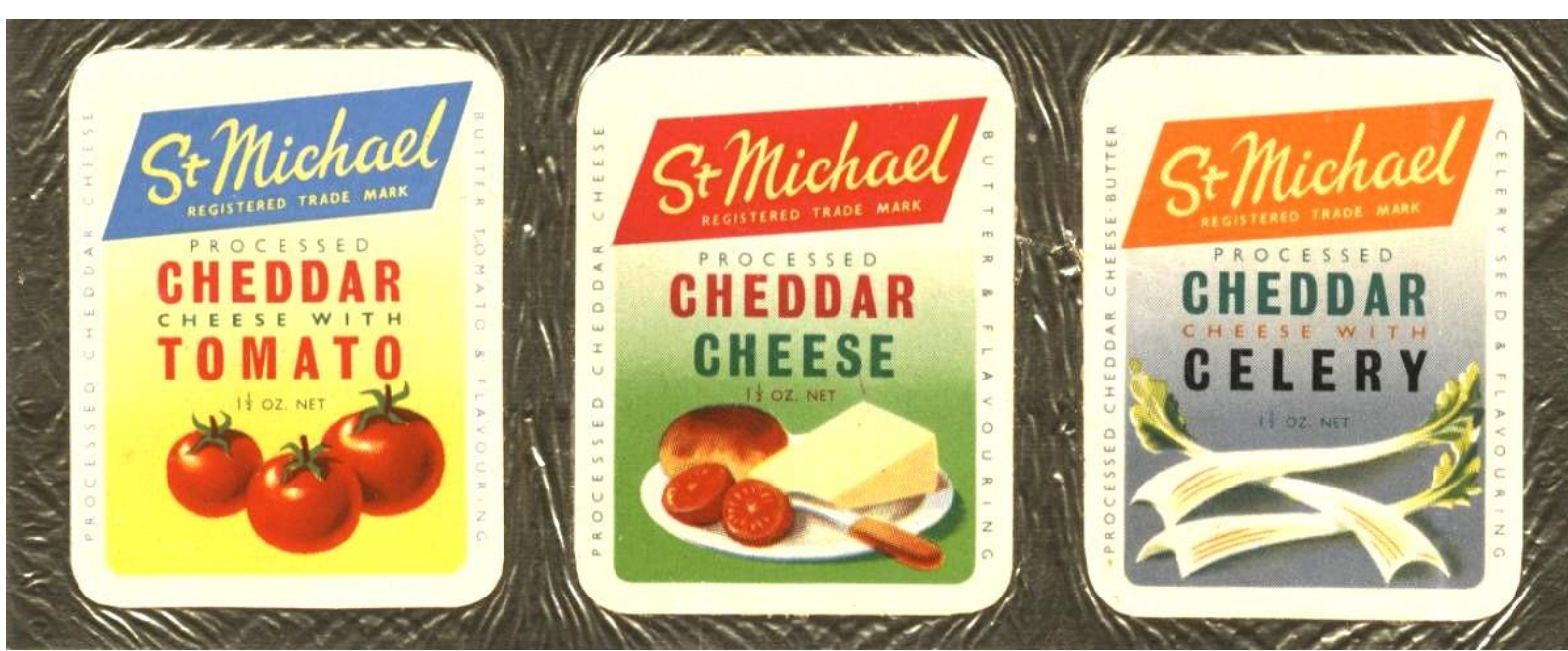




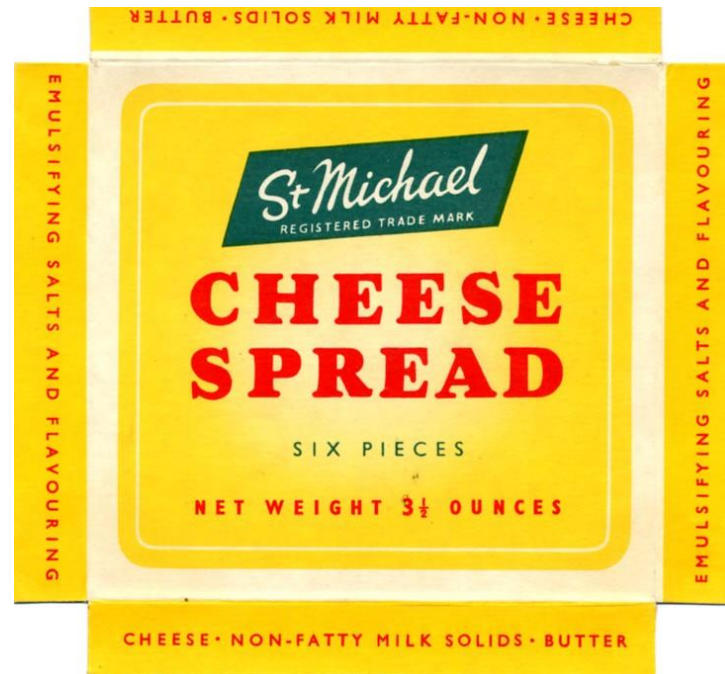
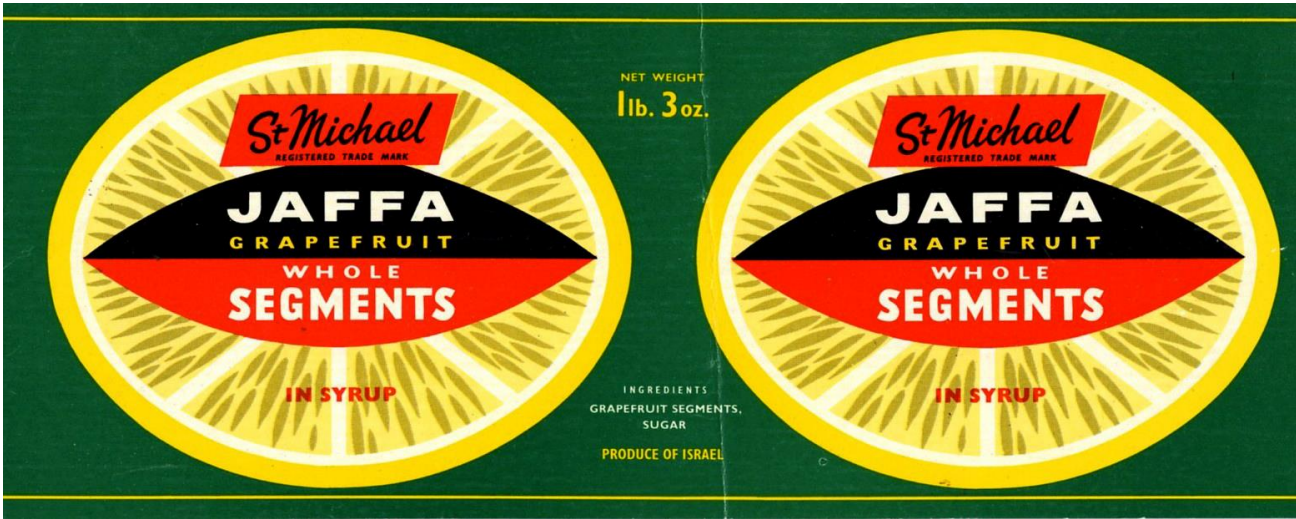
1930s

Store windows changed daily to showcase different products, including elaborate displays, such as fruit, pies and tinned meats 'for unexpected guests'. There was very little print advertising in this period.



1950s

Our food marketing focused on quality, freshness and technology, explaining how this makes our products better quality. We ran short film adverts at cinemas but these mostly featured clothing rather than food.



1950s

From the 1950s, in-house designer Charlie Wilkinson designed packaging for various products, from biscuits to tinned vegetables and soups. Some of these designs have been re-used on food packaging and bags for life in recent years. Charlie worked for M&S into the 1980s, creating designs for wine labels, flower bulbs, bubble bath and more.

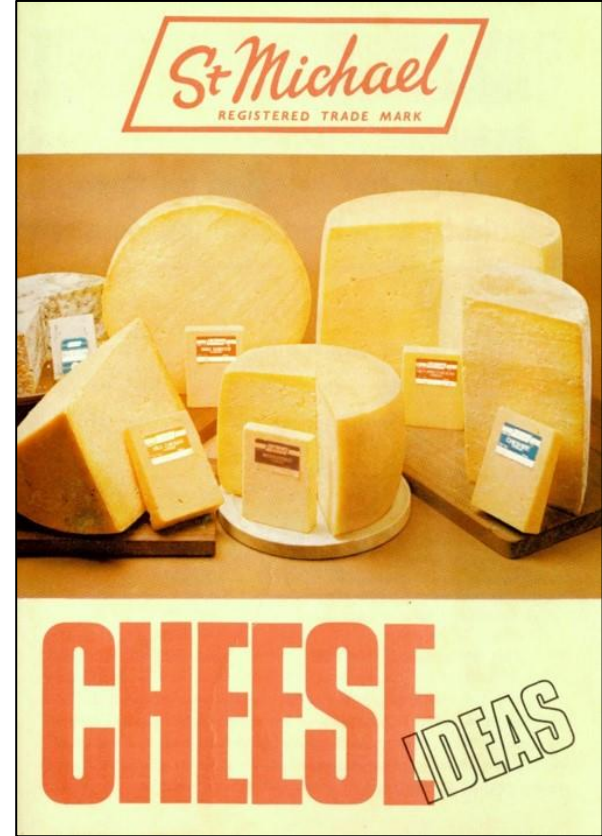


1960s

Photography started to feature more in our advertising and our in-store visual merchandising.

The best idea since frozen foods...

St Michael frozen foods



SOMETHING NEW FROM

MARKS & SPENCER

St Michael

Frozen Indian Foods

Chicken Korma with rice
A mild chicken curry cooked with yoghurt and ground almonds

Roghan Joshi with rice
A medium-strength lamb curry cooked with selected spices

Pork Vindaloo with rice
A very hot aromatic pork curry

Mixed Vegetable Curry
A medium-strength curry made from tomatoes, green beans, potatoes and carrots

1970s



St Michael **FROZEN FOODS**

2 ready to bake puff pastry steak & kidney pies

11 oz (311g) NET

Innovations in food at this time were mainly around convenience, making foods quicker and easier to prepare whilst still being high quality and tasty.

St Michael

TRY THESE TASTY RECIPES MADE WITH ST MICHAEL FROZEN FISH

St Michael fish is guaranteed firm, succulent, caught in prime condition & graded to high standards set by Marks & Spencer. Choose from nearly 50 different products.

MARKS & SPENCER LTD · BAKER STREET · LONDON · ENGLAND

St Michael

PARTY SNACKS

AN ASSORTMENT OF SAVOURY CRACKERS AND CHEESE FILLED WAFERS

PRODUCT OF HOLLAND
250g 8.82oz e

LONG LIFE
NO NEED TO REFRIGERATE

St Michael

RAVIOLI

EGG PASTA WITH BEEF FILLING IN TOMATO AND BEEF SAUCE.

400g 14.1 oz e

99p

PRODUCT OF THE REPUBLIC OF IRELAND

St Michael

SPAGHETTI

PRODUCT OF ITALY

CONTAINS 4 EGGS PER KILO

500 G 1.1LB e

59p
2.4075

TWO THICK

St Michael

BEEF BURGERS

MADE FROM FRESH HOME PRODUCED BEEF

KEEP REFRIGERATED EAT WITHIN 2 DAYS OF PURCHASE

SHALLOW FRY IN HOT OIL OR PLACE UNDER A PRE-HEATED GRILL FOR 10-12 MINUTES - TURNING OCCASIONALLY.

INGREDIENTS: BEEF WATER RUSK SALT PRESERVATIVE E223 PEPPER EXTRACT

8oz 227g

SELL BY
FEB 21

75p

MARKS & SPENCER PLC · BAKER STREET · LONDON · ENGLAND

St Michael

cream of **ASPARAGUS** soup

15 oz 425 g

ASPARAGUS

DIRECTIONS: EMPTY THE CONTENTS INTO A SAUCEPAN AND HEAT GENTLY, STIRRING OCCASIONALLY. (DO NOT BOIL)

INGREDIENTS: WATER, ASPARAGUS, BUTTER, BLENDABLE CHICKEN STOCK, WHEAT FLOUR, MODIFIED STARCH, SALT, DRIED ANIMATED MILK, SOY BEAN FLAVOR ENHANCER, MONOSODIUM GLUTAMATE, POTASSIUM CITRATE.

MARKS & SPENCER PLC · BAKER STREET · LONDON · ENGLAND · CM 85 PG 1/209

1980s

This selection of packaging and advertising demonstrates the range of design techniques being used in this period.

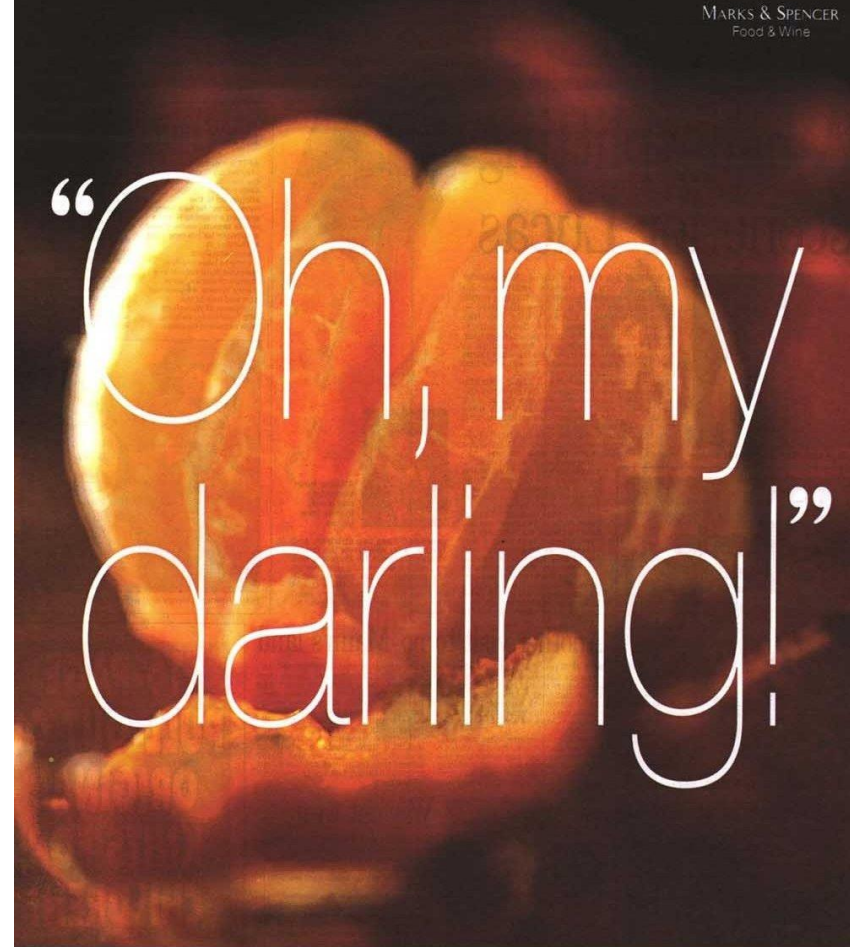
StMichael
CHICKEN KORMA
Boneless chicken breast pieces in a mild creamy sauce made with coconut and almonds



MICROWAVE OR CONVENTIONAL OVEN

 SUITABLE FOR HOME FREEZING	 MILD	READY TO COOK		
		283 g e 10 oz	DISPLAY UNTIL	USE BY

KEEP REFRIGERATED 0°C to 5°C

“Oh, my darling!”

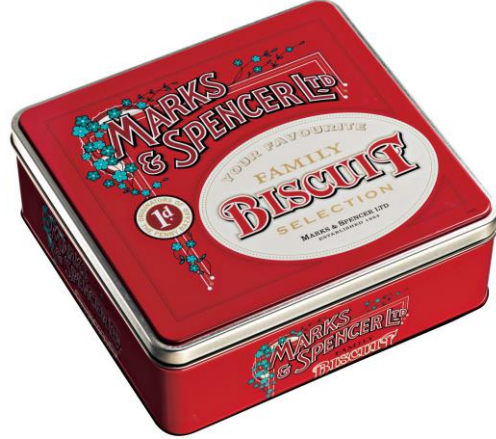
Darlings they are, but not dear. Our clementines are easier to peel, juicier and fresher. Because M&S insists they stay on the tree longer, then are packed quicker. No wonder they are everyone's sweetheart.

Anything less just isn't M&S.



1990s

‘Quality, Value and Service’ slogan featured in advertising, in-store décor and carrier bags. St Michael branding was used on the highest quality goods from 1928, then on all goods from 1958. The St Michael brand was phased out in 2000.



2000s

This is not just food... this is M&S Food. A series of TV adverts focusing on specific products launched in 2004 showcasing the Melt in the Middle Chocolate Pudding and Oakham Chicken. This campaign ran until 2010 and was brought back in 2019 with a twist – highlighting the way the original campaign became embedded in the public consciousness.

Wholemeal Bread
Goat's Cheese
Roast Tomato
Lettuce
Spinach
Soft Cheese
Onion Chutney
Red Peppers
Wholemeal Bread

The ultimate sandwiches for the ultimate lunch

YOUR M&S

Farmhouse Bread
Herb Sauce
Lettuce
Smoked Salmon
Crème Fraîche
Cracked Pepper
King Prawns
Farmhouse Bread

The ultimate sandwiches for the ultimate lunch

YOUR M&S

Dark Rye Bread
Emmental
Gherkins
Sauerkraut
Mustard Dressing
Pastrami
Dark Rye Bread

The ultimate sandwiches for the ultimate lunch

YOUR M&S

2010s

The Ultimate Sandwich campaign ran in 2013, highlighting the variety and quality of M&S sandwiches.

TRANSFORMING M&S

THIS IS NOT JUST ANY TV ADVERT...

We reveal all about the new Food campaign that will make customers chuckle and show them they can enjoy our fantastic food every day, not just on special occasions. Three colleagues, chosen for their great service, joined us behind the camera at the new TV advert

Remember that luscious melting (chocolate pudding)? And the sultry M&S voiceover? Our famous 'This is not just...' food campaign is back, with a hilarious twist. Our well-known line and voice have been imitated many times over the years, but now we're giving it to our fun-loving customers to become the seductive voice of M&S. The revival of everyone's favourite tagline is part of our five-year Food plan that will put our amazing food right back in our customers' hearts and minds. Everyone loves M&S but we need to remind them that we're not just about special occasions, we can also be part of a weekday dinner, a family barbecue and weekend brunch.

Through our great new branding and advertising we'll be communicating our fantastic quality and value to entice more families to shop with us. We're using a more playful, handwritten font in stores to support the fun and inclusive feel of the campaign. We'll also connect with customers by using real-life scenarios, such as a family roast dinner and a weekday fish and chip tea. You'll start to see the new branding across all our advertising - TV, press, radio and in stores with new carrier bags too. It all kicks off this April with the launch of a series of new TV adverts, so we took three store colleagues to meet Food Marketing Director Sharry Crawford behind the scenes and to let us know what they think.

04 | M&S WORLD

THIS IS NOT JUST FOOD THIS IS →

M&S -FOOD-

Left: cue seductive voice... 'This is not just a pudding' from 2006
Below: a sneak peek at what the new branding might look like



THIS IS NOT JUST FOOD

THIS IS M&S FOOD

£5 Mountains of cream

£6 Mmm... succulent Scottish salmon

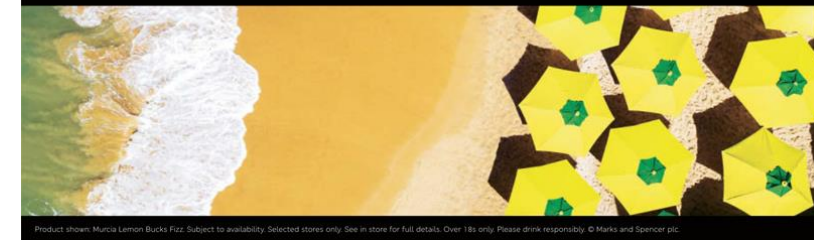


Life. Spend it well



Extraordinary is only ever a mouthful away

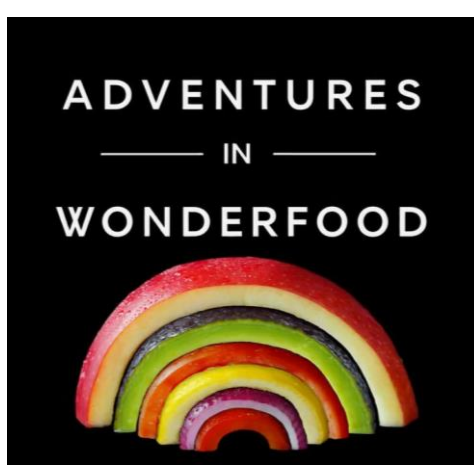
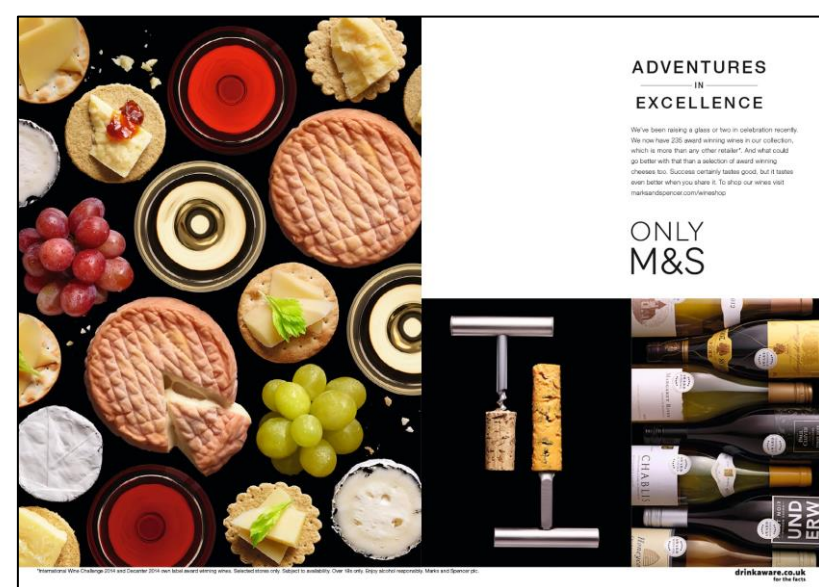
M&S EST. 1884 Spend it Well



Product shown: Murica Lemon Bucks Fizz. Subject to availability. Selected stores only. See in store for full details. Over 18s only. Please drink responsibly. © Marks and Spencer plc.

2010s

This is not just food... this is M&S Food was relaunched in 2019 with a new campaign, this time the focus was on the way customers interpreted the iconic strapline and advertising in everyday life. The 2017 Spend it Well campaign aligned food and clothing marketing for the first time.



More food adventures will be brought to life and continue in store, with new decor and exciting new visual merchandising, to top off a truly integrated launch across all channels.



2010s

Adventures in... first appeared in 2014 and continued to run until 2016. This campaign used visually striking photography and film to celebrate the creativity, craftsmanship and passion behind M&S Food.

M&S
— FOOD —

OUR BEST EVER STEAK PIE

...because it's handcrafted with slow cooked tender BRITISH beef, traditional gravy and all butter pastry



Serves 2 - half pie provides

Energy	Fat	Saturates	Sugars	Salt
2808kJ 673kcal	41.0g	26.5g	5.3g	2.20g
	34%	59%	133%	6% 37%

of your Reference intake

per 100g Energy 1123kJ/269kcal

USE BY

British beef

suitable for freezing

Serves 2 hungry people




Gently char a soft bun on the grill

Tangy pickles cut through rich meat

Choose a cheese with ooze factor

Remove tomato seeds so your bun doesn't go soggy

Grill your burgers until the juices run clear



Juicy, responsibly sourced Atlantic prawns

Luxurious Marie Rose sauce developed by our chefs

Soft brown bread

Just the right amount of crisp lettuce

Meaty prawns from our select suppliers in Honduras



£3

OUR BEST EVER PRAWN SANDWICH

The perfect prawn cocktail but in a sandwich. Our Best Ever Prawn Sandwich is a creation of plump prawns, crunchy iceberg lettuce and a luxurious cocktail sauce.

Our Best Ever Prawn Sandwich

See website for more information

2010s

Our Best Ever range, launched in 2018, is a range of classic family favourite dishes, developed by M&S chefs and made with the finest ingredients.

RE MARKS ABLE VALUE every day

Discover exceptional prices on hundreds of products, all with the M&S quality you can trust.
This is not just value. This is Remarksable Value.

- €2.20 Fusilli Pasta 500g
- €1.80 Maris Piper Potatoes 1kg
- €2.20 Pasta Sauce 400g
- 90c Broccoli each
- €1.49 Milk 2 litres
- €6 2 Softish Slices 240g
- 90c Slice Soft Bread 800g
- €3.60 Chicken Fillets 300g

THIS IS NOT JUST FOOD THIS IS → M&S -FOOD-

Products and prices may vary by store and do not apply to franchised stores. Subject to availability. See individual tickets for details. © Marks and Spencer (IRL) Limited.

M&S -FOOD-

REMARKSABLE VALUE

M&S quality.
Everyday low price.

M&S potatoes are from Select Farms we know and trust

South Lincolnshire potato grower, **Simon Day**, works on a farm that's supplied M&S since the 1970s and that prioritises sustainable farming practices like using food waste to produce energy.

£1.10 White potatoes 2 kg

RE MARKS ABLE
VALUE every day

M&S -FOOD-

RE MARKS ABLE VALUE

M&S QUALITY
EVERYDAY LOW PRICE

MADE AT AN AWARD WINNING CREAMERY

£2
British Cheddar Cheese 350g

2020s

In late 2019 M&S launched the ReMarksable Value range, highlighting everyday prices on food staples and challenging the customer perception of M&S Food as being more expensive. Prices were further reduced and the range was focused to products that were bought more frequently, like bread, milk and a selection of fruit and veg.



2020s

Current food ranges include Taste Buds for children, Made Without products designed for people with dietary requirements, Plant Kitchen vegan convenience food and M&S Collection – our premium range. Each product line has its own branding and visual identity.