

McColl's trials range of Co-op brand own label products

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McColl's is trialling a new supply deal with the Co-op, The Grocer can reveal.

The trial will see McColl's, which is currently supplied by Nisa and Palmer & Harvey, stock a range of Co-op brand own label fresh, frozen and ambient products in selected stores.

Set to begin in June, the three-month pilot will replace Nisa's own-label brand Heritage and the Independent own-brand supplied by Palmer & Harvey with over 900 Co-op products in 25 McColl's stores across England and Wales.

The Grocer understands 10-15 of the 25 stores are currently supplied by Nisa and the remaining are supplied by Palmer & Harvey.

Products entering McColl's stores will include fresh produce, food to go, wine and ready meals.

The move will mark the first time the Co-op has supplied own-label products to a different fascia.

"This is an exciting trial and provides clear potential for the Co-op to strengthen its leading position within the UK convenience sector," said Co-op food CEO Jo Whitfield.

"Our award-winning own-brand food will be present within a small number of McColl's trial stores for a three-month period, and we'll clearly monitor closely how customers respond to this new offer."

Stores in a variety of sizes, locations and formats will host the trial but, to avoid customer confusion, none of the 298 sites McColl's acquired from the Co-op in July last year will take part.

"We're always looking at ways to extend our product offering, as we continue our journey to become your neighbourhoods' favourite shop," said a McColl's spokeswoman.

"This three-month trial will bring Co-op's own-brand products to 25 of our locations and we look forward to seeing our customers' reaction to it."