Food. Right. Now. 2022
Why the Guardian

We are the number 1 trusted newsbrand as voted for by Ofcom.

When it comes to trends in food and drink, the Guardian is always quick off the mark - whether that’s the topics you might expect us to champion (47% of people who prefer to eat vegan food read the Guardian), or the ones you might not (charcoal burger buns anyone?).

And our recipes are broad and inclusive, never snobby or high-minded. You’re just as likely to find commentary on how to make the perfect crisp sandwich or a recipe for Wotsits on toast as you are asparagus fritters and burrata with broad beans. You’ll also find coverage on all the big cultural moments in the foodie calendar, from Eid to Diwali to Passover to Easter.

We have an unrivalled cast of cooks, writers and critics, including Yotam Ottolenghi, Nigel Slater, Meera Sodha, Anna Jones, Felicity Cloake, Liam Charles, Grace Dent and Jay Rayner who reflect the way we want to eat today and celebrate fresh, seasonal ingredients, with inspiring cuisine that’s never afraid to expand reader repertoires with unusual ingredients.

As such, our readers are the foodiest of foodies. We cover everything they want to know about how we eat, from the field to the fork.

Sources
Multibasing - PAMCo Bridge 1 2022 (Jan 20 - Dec 21) and TGI GB March 2022
Ofcom News Consumption Report, June 2021
The Guardian is the home of diverse, modern foodies

- 6.8m Foodies reached*
- 1.7m Monthly visitors to Guardian Food
- 814k Food & Drink readers each week
- 35% Of our audience identify as a foodie*

Sources
Multibasing - PAMCo Bridge 1 2022 (Jan 20 - Dec 21) and TGI GB March 2022

*Foodie definition - those who agree they “like to try new recipes” and “like to try new drinks” and “I enjoy eating foreign food”
We consistently outrank our direct competitors

**Audience**
The Guardian reaches **6.8m** foodies, which is 40% of the market - higher than the Independent (**6.7m**), The Telegraph (**5.4m**) and the Times (**5.3m**)

**Digital**
The Guardian Food section reaches **1.7 million** digital monthly unique visitors v Tasty at **454k**

**Online food section**
The Guardian Food subsection online reaches **630k** foodies monthly. This is higher than the equivalent online section at the Telegraph (**92k**), iNews Food & Drink (**31k**), Metro Food (**295k**), and Daily Mail Food (**107k**)

**Print**
The Guardian reaches **1.1m** Foodies, compared to the Telegraph at **775k**

Time Out Group reaches **1.1m** of the Foodie audience, Sainsbury’s Mag at **936k** and Waitrose Food at **914k**

**Sources**
Reach: Mulibasing - PAMCo Bridge 1 2022 (Jan 2020 - Dec 2021) and TGI GB March 2022
Guardian food & drink: Guardian Data Lake, UK, May 2021 - May 2022
Guardian Voices Polls May 2022
Digital: Ipsos Iris Nov 21 data
An engaged audience with quality mindsets

54% Are prepared to pay more for good quality wine

78% Agree it’s worth spending more for quality food, drink and household goods

£91 Average spend on a main shop

59% Are prepared to pay more for good quality beer

Sources
Lifestyle & Purchasing: TGI GB March 2022
Guardian food & drink: Guardian Data Lake, UK, MAY 2021 - MAY 2022
Guardian Voices Polls May 2022
They are eco-conscious

Our audience now show as much interest in a flexitarian diet* as they do meat-eating: both 44%

1 in 5 (19%) would be interested in a vegetarian diet

38% More likely to make ethical food and diet choices

75% More likely to consider green credentials†

41% Agree it is worth paying more for organic food

Over 2 in 5 say the sustainability of the product is important

Sources
Lifestyle & Purchasing: TGI GB March 2022
Guardian food & drink: Guardian Data Lake, UK, MAY 2021 - MAY 2022
Guardian Voices Polls May 2022

*mainly vegetarian but only occasionally eating meat/fish.
†More likely than the Telegraph (69% more likely), Independent (47% more likely) and the Times (63% more likely).
... health-conscious

- **64%** agree they are **eating more healthy** food than in the past

- **Almost 1 in 5 Guardian readers** (18%) say they would be interested in an alcohol-free diet in the future

- **23%** more likely than the average UK adult to **read food labels**

- **39%** consider health in their choice criteria when choosing food - they are **21% more likely** than the average UK adult to do so

- However, **74%** (higher than the Telegraph and the Times) like to **treat themselves** to something “not good for me”

- According to our **Guardian Voices polls**, the most important factors for our readers when buying food and drink are: **taste** (79%), **price** (66%) and **health/nutrition** (62%)

- **46%** would like to read more about **healthy tips/recipes**

**Sources**
Lifestyle & Purchasing: TGI GB March 2022
Guardian food & drink: Guardian Data Lake, UK, MAY 2021 - MAY 2022
Guardian Voices Polls May 2022
... and keen to explore

91% Like to try new food products*

78% Say they really enjoy cooking

47% Want to read recipes from different cultures

77% Prefer to prepare meals from scratch†

Sources
Lifestyle & Purchasing: TGI GB March 2022
Guardian food & drink: Guardian Data Lake, UK, MAY 2021 - MAY 2022
Guardian Voices Polls May 2022

*Which is more than the Independent, the Telegraph and The Times.
†However, they are still keen for convenience: 66% agree "I am prepared to pay more for products that make life easier".
Spending and reading habits

- 18% more likely to use a local market
- 75% more likely to use a farmer’s market
- 82% are light top-up shoppers (under £40), with 37% doing “topping-up” shops 2-3 times a week
- 85% do their main shopping at a high street/town centre/out of town supermarket:
  - 37% Tesco
  - 25% Sainsbury’s
  - 23% Aldi
- 50% feel reassured using products recommended by an expert and they are 42% more likely to do so than the average UK adult
- 77% go online looking for practical information such as recipes
- Over 1 in 3 readers (34%) say they are interested in reading about comfort food/nostalgic recipes

Sources
Lifestyle & Purchasing: TGI GB March 2022
guardian food & drink: guardian Data Lake, UK, MAY 2021 - MAY 2022
Guardian Voices Polls May 2022
Case studies
Ocado x the Guardian

The challenge
Ocado Retail had some brand preconceptions to bust, primarily that M&S just dealt in expensive ready meals. This meant high top of mind awareness wasn’t translating into consideration or new customers.

What we did
We used QR codes - a bit of tech turbocharged by the pandemic - to turn Feast shoppable so people could more easily buy the ingredients.

For a whole year, Ocado owned all ad inventory in Feast – both in print and online. For the first time in publishing history, we made all Feast content shoppable via a QR code. For each recipe, Guardian readers can add ingredients directly into their Ocado shopping baskets, making inspiration a much easier reality for our readers.

The collaboration also included a brand new Ocado-supported weekly podcast: Comfort Eating with Grace Dent. Celebrity guests spill the beans on the food they really eat in their most meaningful moments. Here again, Ocado has 100% SOV, including a new, bespoke branded segment showcasing Ocado’s fantastic range. It has been a huge success, immediately went to No 1 in the iTunes charts and is now on season 3.

The Results
89% unique visitors to the Ocado website product pages from non-Ocado customers
62% lift in positive customer perception of Ocado Retail after the campaign launch
25% of surveyed Ocado first time shoppers have listened to Comfort Eating with Grace Dent
1m+ listens to the Comfort Eating with Grace Dent podcast
90k readers directed straight to Ocado basket
Oatly x the Guardian

The challenge

Following the success of our previous campaign “Parenting your parents”, Oatly came to us with a new goal; to challenge perceptions of dairy being the normal and plant-based variants being the alternative.

What we did

We wanted to reverse those perceptions and showcase how plant-based is the new normal, we made their new characters Norm & Al ubiquitous with The Guardian across print, digital and audio throughout the six week campaign period and asked our readers to ask questions around their own diets and consumption while educating them on what they can do to help eat and drink more sustainably.

The results

- 126% delivery on the unique user KPI
- 7 minutes 28 seconds dwell time
- 5,124 social reactions

Impact for Oatly:

- 98% of recallers to the campaign have taken action
- 93% of recallers have or plan to purchase an Oatly product online or in-store
- 109% uplift in brand image across recallers
- +16% Net Promoter Score* v -18% in 2021 (*external market research metric)
Opportunities
Multi platform opportunities

**Print: Feast & Observer Food Monthly**
- Full Page
- DPS
- Outside Back Cover (10% loading fee)
- Coverwraps

**Online**
- Contextual/keyword targeting
- 1st party data audience segments eg “Foodies”, “Hosts & Home Cooks”
- Takeovers of the entire Food section

**Podcasts**
- Spot Ads (specific podcast or network)
- Show Sponsorship

**Newsletters: Word of Mouth (84k subscribers)**
- Weekly or monthly display
- Weekly or monthly sponsorship

**Incentivised Packages (Valid until Oct 22)**
- £10k spend (any platform) = 10% added value of online display impressions
- £20k spend (any platform) = 15% added value of online display impressions
- £30k spend (any platform) = 20% added value of online display impressions
Thank you