

M&S Food launches health and wellness ranges

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M&S Food has launched its two new health and wellness ranges, Brain Food and YAY! Mushrooms. The new ATL brings to life the nutrient-rich and trend-led foods and positions M&S Food as the destination for customers looking to support their health this January and beyond.

The new ranges are available in M&S Foodhalls and on Ocado. The M&S Brain Food range includes 13 lines, championing six key brain health-supporting nutrients that people lack in their diets: omega 3, iron, iodine, folate, zinc, and vitamin B12. The M&S Brain Food criteria have been developed in partnership with the British Nutrition Foundation. The YAY! Mushrooms range has been created in partnership with Royal Botanic Gardens, Kew, and includes five new drinks featuring two key fungi, lionâ??s Mane and reishi, each with their innovative properties.

Sharry Cramond, Marketing & Loyalty Director at M&S Food, said: â??Insight, quality and innovation are at the heart of everything we do and these two new to market own label ranges, M&S Brain Food and YAY! Mushrooms are the perfect examples of when these three marry together. Weâ??re seen as the leading retailer offering healthy choices and 80 per cent of our customers say they are concerned about their cognitive/brain health, so it made sense for us to introduce Brain Food to our Foodhalls. YAY! Mushrooms tap into our adventurous customers who love to try new things and also aim to open us up to new customers who may be familiar with lionâ??s mane but have not tried them in a delicious drink. The campaign brings to life the unique â??only at M&Sâ?? innovation, which is central to our marketing strategy as we have a complete ban on the generic.