

Co-op launches own-brand GLP-1-friendly ready meal range in UK

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Co-op launches new own-brand range of GLP-1 friendly meals in a UK convenience retailer first, as part of a new 'Good Fuel' health offer.

In stores from 7 January, the convenience retailer's new 'Good Fuel' offer includes four new mini meals, which have been specially developed for shoppers with smaller appetites, following data which reveals 3 per cent of the UK population, which is the equivalent of one in every 30, is now using a form of weight loss medication.

Perfectly portioned, each meal is packed with protein, fibre and at least one of your five a day, and is inspired by global cuisines, including Co-op's Butternut Squash, Beans and Grains 250g, Co-op Chicken & Sweet Potato Penang Curry 250g, Co-op Chicken & Courgette Alfredo Pasta 250g and Co-op Butternut Squash, Beans & Grains 250g.

Nicole Tallant, Retail Trading Director, Co-op, said: 'Our members and customers are changing the way they approach health, looking for healthy and tasty choices that provide a boost of health benefits like protein and fibre, with meals that count towards their five-a-day as well as delivering plenty of flavour. There is also a growing need to cater for smaller appetites with

meals that provide the quality without so much of the quantity. This whole new range is aimed at supporting shoppers's wellbeing in a meaningful, accessible and convenient way.â

The new Good Fuel range also includes a new 'power up your plate', healthy range, which includes a choice of five full-sized meals featuring high-protein, slow-releasing carbohydrates, and added-benefit ingredients such as gut-friendly fibres and nutrient-dense vegetables. Developed for shoppers looking for a delicious, easy-to-cook, healthy meal, with each portion containing at least one of your five-a-day.