

GREGGS

*strongest*  
*survive*

*intelligent*

*responsive to change*





GREGGS of Gosforth

fresh today from our bakery everything fresh from our bakery

*History first*







*A reason to change*





*Get leadership team on board*





GREGGS



BURGER K

*Start with the customer*





*Analyse the data*

# Agree a simple plan



## Vision

Customers' favourite  
for food-on-the-go

## Purpose

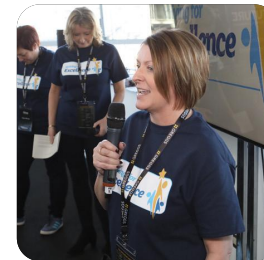
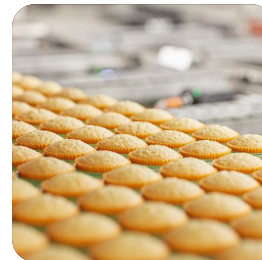
Making good, freshly prepared food  
accessible to everyone

Great tasting,  
**freshly**  
prepared food

Best  
**customer**  
experience

**Competitive**  
supply chain

First class  
**support**  
teams



We want our business to have a **positive impact** on people's lives

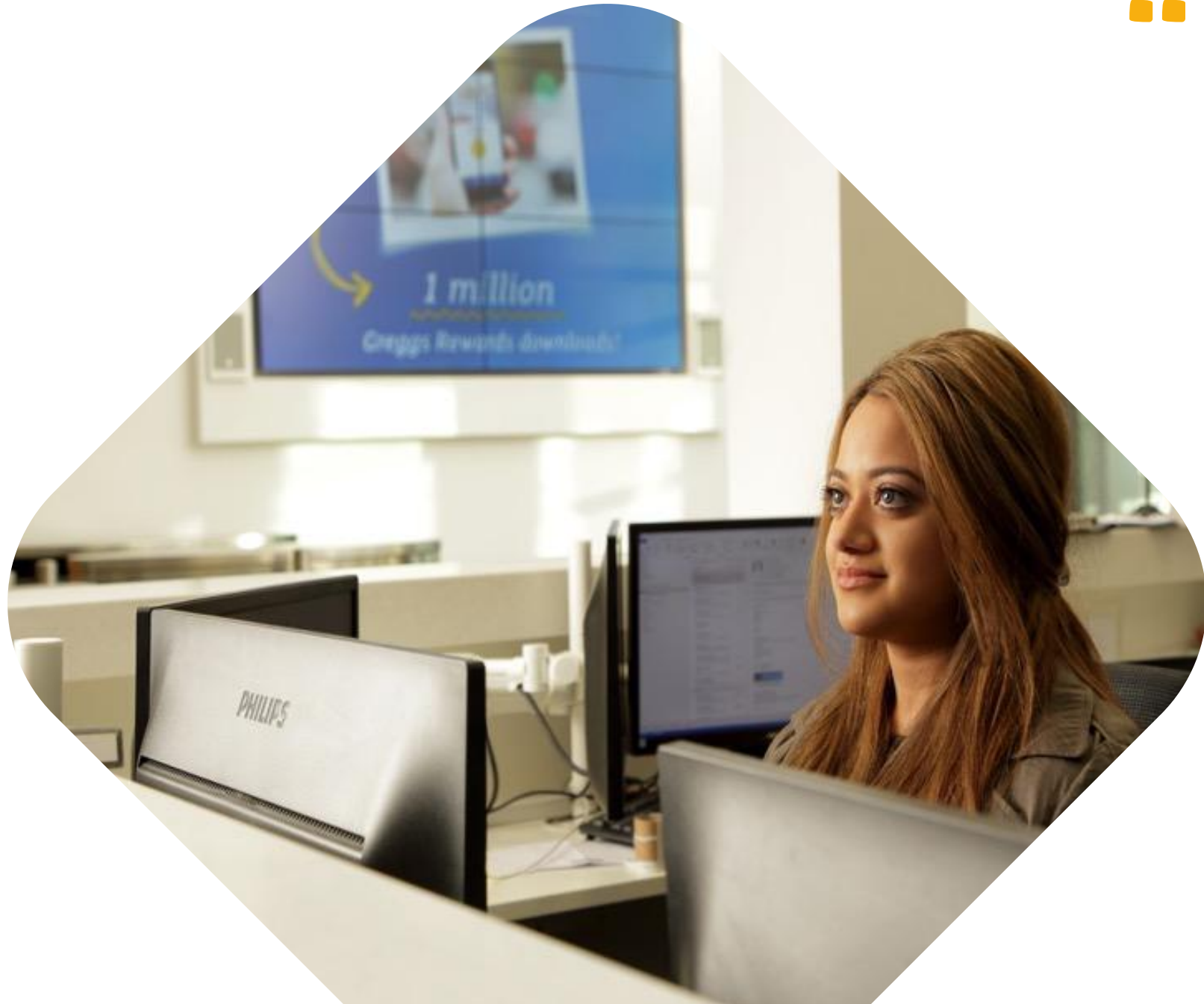
















# *Having a positive impact*

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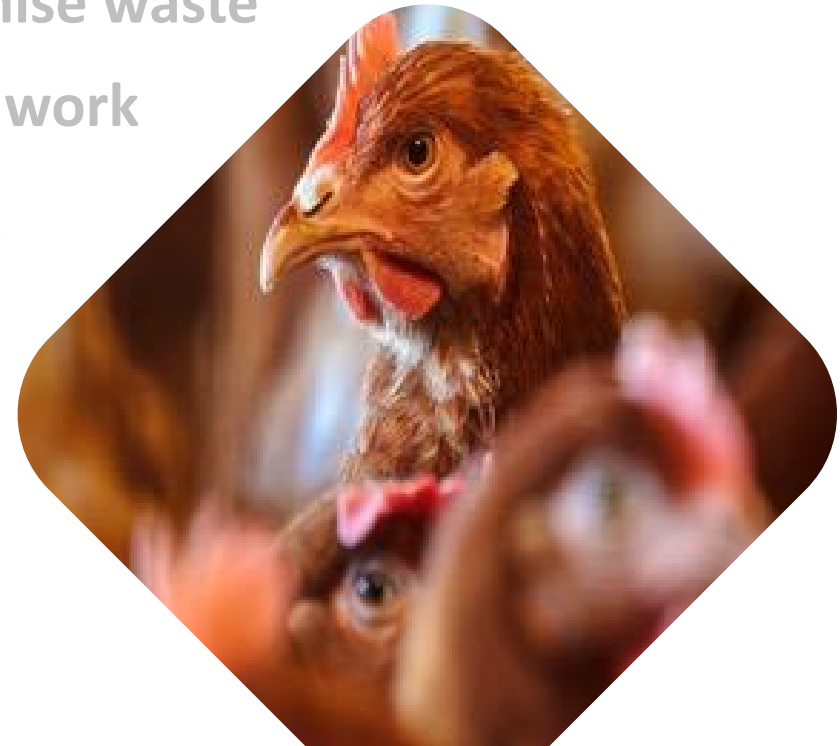
We encourage healthier eating choices

We care where our ingredients come from

We share our success with the communities around us

We aim to use energy efficiently and minimise waste

We want Greggs to be a great place to work





# *Communicate*

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*I know a song that will get on your nerves,  
get on your nerves, get on your nerves.  
I know a song that will get on your nerves,  
and this is how it goes...*

*I know a song that will get on your nerves,  
get on your nerves, get on your nerves.  
I know a song that will get on your nerves,  
get get get on your nerves...*

(Repeat forever)



A close-up photograph of several small green seedlings with two leaves each, growing out of a brown, textured seedling tray. The seedlings are at various stages of growth, with some being taller and more developed than others. The background is dark and out of focus.

*Early success*



A full-page background image of a football player, Michael Owen, in a white kit with 'O2' branding. He is in a ready stance on a green field with a blurred crowd in the background.

*Stay focused*





*Keep an eye on your  
competitors*





*Changing shopping habits*

*Consumer confidence*

*farmers/producers*

***Plastic reduction***

*Fourth Industrial Revolution*

*Environmental impact*

***Fresh food***

***Tackling obesity***

***Customer experience***

***Nutrition***

***Artificial intelligence***

*Voice activated technology*

*Animal welfare*

*Online shopping*

*Mobile commerce*

*Personalisation*

*Digital convenience*

***Healthy lifestyles***

***Food waste***

*Multi-channel retail*







2025

2023

2020

2018

2012





