

Tesco launches 'Greener Living' in store and online



Released on: October 18, 2007, 8:43 am

Press Release Author: Trevor Datson

Industry: [Consumer Services](#)

Press Release Summary: Tesco is to launch a new brand – Greener Living – that will help millions of customers lead a more environmentally-friendly lifestyle

Press Release Body: In a bid to make greener living even easier, Britain's favourite supermarket has launched a new environmentally friendly brand entitled **Greener Living**, which includes a new **Greener Living website**, loaded with practical tips and ideas for anyone who wants to lessen their impact on the environment along with advice from green-fingered celebrities like **Dick Strawbridge** and **Matt James**.

The **Greener Living** ranges will hit the shelves early next year alongside such popular **Tesco** (<http://www.tesco.com/>) brands as **Finest, Value and Healthy Living**. Some of the first **Greener Living products** will include energy-saving light bulbs, bin liners from recycled plastic and an energy-saving eco-kettle.

Said **Andrew Brocklehurst, Green Category Director at Tesco**:

*"Customers tell us they want to shop greener but they don't always find it easy to know which choices are better for the environment. Through the **Greener Living brand** and website, we can give more environment-friendly products and clearer information – as well as delivering the great value that is **Tesco's** hallmark."*

The **Greener Living** range will complement the hundreds of “green” products that are already showing extraordinary growth at Tesco and will help customers:

- reduce the energy they use and hence their carbon footprint;
- reduce the waste they generate;
- buy recycled products and recycle more themselves;
- reduce the water they consume and their impact on the environment.

The **Greener Living website** (<http://www.tesco.com/greenerliving/>) is an interactive site that will help educate and engage anyone who wants to live a more environmentally sustainable lifestyle.

Dick Strawbridge, green campaigner and presenter of BBC’s ‘**It’s not easy being green**’ said:

*“Tesco’s new **Greener Living** website is set to be a really useful and practical resource for anyone hoping to make their lives more eco-friendly. Customers can find a whole raft of ideas, suggestions, tips and inspiration for going greener in all aspects of their lifestyles, all in one place. And by starting small, every little step helps our lives become more sustainable.”*

Alongside all the latest information, hints and tips to help customers lead a greener life, Tesco will be offering customers ways to engage with the site – they can take part in polls and even post their own green tips.

There’ll also be opportunities to ask famous personalities like **Dick Strawbridge** and **Matt James** of Channel 4’s “**The City Gardener**” for their tips on how to be greener at home, in the garden or even at work. **Greener Living** will also provide regular updates for customers on the continuing work to reduce **Tesco**’s own environmental impact (<http://www.tesco.com/greenerliving/>).

For busy parents, there’s a section with activities for children, and there will be fantastic offers to buy green products at great prices through [Tesco.com](http://www.tesco.com), the UK’s top online grocery website.

Other top environmental personalities contributing to **Greener Living** include author **Natalia Marshall**, **Justin Francis**, travel writer and co-founder of responsibletravel.com, and **Melissa Corkhill**, founder of “**Green Parent**” magazine.

About

Tesco plc, a UK-based international grocery and merchandising retailer, is Britain's largest supplier and the world's third largest grocery retailer, by both global sales and domestic market share.

Tesco:

Founded as a food specialist in 1929, **Tesco** has now expanded into diverse areas such as wine, books, music, clothes, [furniture](#), telecoms and more. The company employs over 250,000 people, operates 1,779 stores across Europe and Asia and serves over 15 million customers.

The online grocery and wine business now has over 850,000 regular customers and more than 250,000 orders a week. **Tesco** continues to make progress with its international expansion strategy, while maintaining a strong core UK business.

Web Site: <http://www.tesco.com/>

Contact Details: Tesco PR contact

Trevor Datson

Tesco Press Office

Tesco House

Delamare Road

Cheshunt

Hertfordshire

EN8 9SL

01992 644645

<http://www.tesco.com/>