

Morrisons

From a market stall to the superstore

Proud to be a Yorkshire retailer, capable of serving the whole United Kingdom market with a network of 497 supermarkets (in addition to various 'online' sales channels), Morrisons deals with large-scale retail distribution activities, mainly focused on food.

This chain produces at least half of the fresh food that sells in its production plants or in the specialist preparation areas of the stores within the network. It is, in truth, an operational solution that allows the group to determine its own controls on origin and quality.

Every week, about 9 million customers cross the thresholds of the stores and over 118000 employees work with commitment to offer a service inspired by excellence. More than 97% of the UK postal codes are also covered through the delivery service, which includes orders placed online.

The selling prices are competitive and tend to kept constantly low, due to a policy deliberately developed on the principles of saving consumers money and to give a credible response to the threats posed by 'discounters'.



Rami Baitié, born in 1971 is a French entrepreneur of Lebanese origin as well as Colonel of the French Aeronautics and the 'Space Reserve'. He has been the CEO of Morrisons since November 2023, after being in Carrefour for 28 years.



Morrisons – the English retailer that built an image based on fresh products, competence of specialists, a proud 'made in Britain' policy, price containment and volume sales.

Original article by Antonello Vilardi, adapted by Hippo Zourides

Morrisons – the fourth English retailer in size – have evolved from a simple stall at the Bradford market, in which William Morrison was trading from 1899 selling eggs and butter.

Sir Kenneth Duncan Morrison (also deceased), son of William, took over the small group of market stalls at just 21 years old and worked assiduously before founding a first permanent shop in 1958.

This was the first shop in the city of Bradford, to be organised according to self-service methodology with the prices clearly visible on each of the



Sir Kenneth Duncan Morrison, born in Bradford, took over the small group of Bradford market stalls from his father at the age of 21.

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products on display and with only three cash desks. Indeed, the first supermarket designed with more contemporary aspects dates back to 1961. It was selling both fresh meat and fruit and vegetables.

Focus on fresh & the superstore formula

The 'Market Street' is, in any case, the deepest imprint left by Sir Ken on British food distribution.

What was conceived by him was in fact an innovation aimed at exercising the effective ability to stand out.

The distinctive 'theatre of fresh', in all its complexity, has been scrupulously enhanced by placing the English roots in the foreground. The consumer is seduced by a form of subtle patriotism, finding genuine products prepared in an expert way, according to the best British tradition, with good advice on valid topics. These are supported with skills in the various meat, fish and deli service areas, as well as on the assortments offered in the bakery – with products that are baked directly in the shop.



The formula includes:

- A huge selection of British farmed produce
- The best of European processes
- Excellent service
- As much 'fresh' as possible
- On-site production
- Departmental expertise
- Indisputable quality.

This modern store has a glass frontage. Mobile billboards along the roadside attract attention to in-store specials.



Whether the customer watches a steak being cut to size on request, or fish filleted, or scrumptious cakes and pastries coming out of the oven – the whole process is based on quality training, resulting in quality outcomes.

Since November 2018, over 3 000 men and women of Morrisons have completed numerous training sessions focused on the offer of the best service. They are butchers, bakers, fishmongers and other food specialists, all which have become highly qualified.

More than 2 700 suppliers (produce farmers and fishermen, rigorously British) have become the trusted partners who contribute to fulfil the continuous requests of fresh food with proven authenticity (both fixed and variable weight).



The delicatessen in Morrisons' Redcar Superstore, NorthYorkshire.



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The loyalty card

Morrisons also uses the conventional loyalty card as an instrument of customer involvement. The 'More Card' programme provides for the accumulation of 5 'More Points' on the owner's account for each product purchased (with the possibility of adding others, compared to the purchase of selected items).

The achievement of 5 000 points then determines the right to collect a 'fiver', that is, a 5-pound coupon (about R120), to be used in shopping. This methodology ensures a large number of products have to be purchased to achieve the end objective.

English tradition, digitisation and home delivery, operational modernity, convenience in prices, skills of employees, service, loyalty, reliability of the negotiating partners and distinctive quality of the products co-exist in a wise balance on which are designed to move all 'people' involved – be they customers, employees or suppliers.

This is the British version of the European 'Superstore'!



Playful treatment of the Party Shop décor in Morrisons Hartcliffe Superstore, near Bristol.



All in for Halloween!



Grocery aisle in Morrisons Cranbrook Superstore, Kent.



View of the aisle leading to Frozen Foods in Morrisons Cranbrook Superstore.

Delivered to your door



The home delivery service keeps growing to meet customers' needs.



Upright fridges, holding packaged cooked meats, lead to the Fresh Products section.



The first Morrisons town-centre shop opened with three checkouts. At the time it was the only store in Bradford to offer self-service and to have prices on its products.

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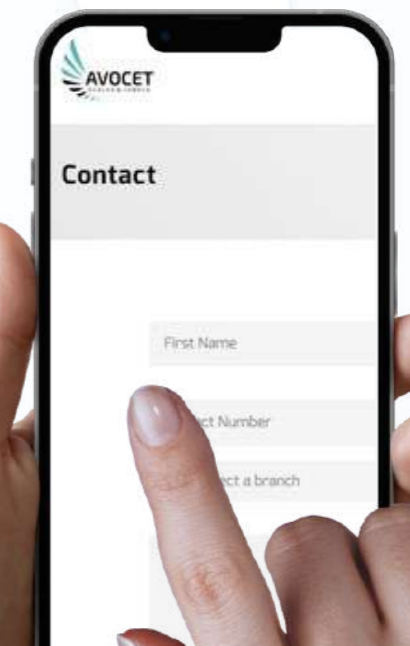
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Fresh food production began with Sir Ken opening Farmers Boy, a factory that traded as a wholly-owned subsidiary of Morrisons. Later it relocated to a larger, purpose built factory at Greenside Park, Bradford.



Hilmore House, the headquarters of Morrisons' supermarkets. The name 'Hilmore' is a tribute to Sir Ken Morrison's mother Hilda and was used for a time as a brand name on some of Morrisons' own-label goods. <https://en.wikipedia.org/>



A Morrisons petrol station in Wetherby, West Yorkshire, England. <https://en.wikipedia.org/>



Egg and butter merchant William Morrison began his market stall in Bradford, Yorkshire – the beginning of his business, set to become the company known today.



The fast food service area in Morrisons Canning Town.



After a fire broke out on one of the production lines at Morrisons' Rathbones Bakery, an amazing turnaround meant that, less than three days later, the first loaf of bread came off the production line. Seven days after that it was business as usual and they were back to delivering 2.5m loaves and rolls to stores each week.



Taking a look behind the scenes as the Morrisons Choir had a great time recording a Christmas advertisement in Abbey Road Studios.



A shopper leaves with her groceries at Morrisons supermarket in Bradford city centre. Ian Hodgson, Reuters



Free carrots for Rudolph – free carrots were given to parents & children on a December weekend as a special promotion in a Morrisons supermarket.





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SOCIAL MEDIA



How to support food banks at Morrisons

Morrisons shoppers were urged to support their local food bank during a week in February last year. Every item given helped provide emergency food parcels for people facing hunger in their community. A carousel of images and graphics gave suggestions of what food banks need most, such as UHT milk, tinned meat and veg, including potatoes, mixed veg and carrots.



Friends Emily and Jess collecting for the Great Daffodil Appeal for the Marie Curie hospice.



Millie models the Daffodil bandana in preparation for the 100km Dog Walk Challenge.

Exotic new products are promoted on video in Morrisons' social media.



Bring festive cheer to the table. Discover the Christmas range in store and online! Get 5 More Points for every product.



NYE spreads are sure to impress the guests. Morrisons The Best party food was 3 for 2, available in-store & online.



Morrisons Mayo Avenue, Bradford.



Another Morrisons store in Bradford.



Matching PJ's by nutmegclothinguk are super cute and cosy. Proceeds from the sale of them went to support Together For Short Lives charity.

In a Christmas competition shoppers were asked what Santa had wrapped up. The best WRONG answer won a £200 Morrisons voucher.



The Best Chinson

"From a tiny village in the heart of France this medium bodied, bistro style red made from Cabernet Franc is a perfect match for the Christmas turkey."

Charles, Wine Buyer

drinkaware.co.uk

Not sure what to pair with your Christmas dinner? "No problem, we've got you covered. Swipe to see Morrisons' perfect pairings."

SOCIAL MEDIA

Just pumpkin-ing around on the pumpkin farm. In a beautifully produced video on the Morrisons website, shoppers can visit one of the supplier farmers to see how pumpkins are picked and sized.



Fun video of Charlie trying to propose to Hannah on Valentine's Day.



Who can resist the exciting range of baby and children's toys? Social media is a great way to promote the huge array of colourful and innovative products on offer.



Animal Easter eggs shown out of the box.



Hippo Zourides, serial entrepreneur and corporate leader, has been involved in the food trade for over four decades and consults to corporates, large, medium and small enterprises on a variety of management and restructuring skills, including the latest ESG requirements.



Antonello Vilardi, professional in managing points of sale at numerous commercial signs, editorial collaborator for specialised magazines, consultant and lecturer in university masters. He has written books on large-scale retail trade.



SR



RECIPE Prep Time: 15min | Cook Time: 60min | Serves: 6

MEXICAN CHICKEN AND RICE

THIS MEXICAN CHICKEN AND RICE DISH IS ALL YOUR FAVOURITE TEX MEX FLAVOURS COOKED IN ONE. SERVED WITH CRISPY CHICKEN, IT'LL GET A THUMBS UP FROM THE WHOLE FAMILY.



INGREDIENTS:

6 Ghost Pepper Crumbed Chicken thighs

For the Spice Mix
2 tsp (10ml) paprika
2 tsp (10ml) cumin powder
2 tsp (10ml) garlic powder
1 ½ tsp (7ml) salt
½ tsp (2,5ml) cayenne pepper
Black pepper

For the Rice

Olive oil for frying
1 onion diced
1 garlic clove, minced
1 red pepper diced
1 cup (250ml) long grain rice
1 cup (250ml) chicken stock
¾ cup (180ml) tomato puree
1 cup (250ml) frozen corn kernels
1 can (400g) black beans drained and rinsed
1 lime

To garnish sour cream, guacamole, fresh coriander and jalapeños

METHOD:

Preheat oven to 180°C. Place all the ingredients for the spice mix in a small bowl and mix to combine. Add 1 Tbsp olive oil in an oven-proof casserole dish and sauté onion, garlic and red pepper over medium heat until fragrant. Add the spice mix on low heat so the spices do not burn, and fry for 1 minute.

Add the rice and stir to coat with spice. Add chicken stock, tomato puree, corn and beans, stir to combine, then bring to a simmer. Cover and place in the oven. Bake for 35 minutes. Remove the lid and bake uncovered for 15 minutes.

In the meantime, cook Ghost Pepper Crumbed Chicken thighs from frozen at 170°C in the air fryer for 15-20 minutes or 20-25 minutes in the oven at 180°C. Turn the chicken halfway through the cooking time. Once chicken is cooked, set aside to rest for 1-2 minutes before serving.

Remove the rice from the oven and allow to rest uncovered for 10 minutes.

To serve, squeeze the juice of 1 lime over the rice and fluff the rice with a fork. Add the Ghost Pepper Crumbed Chicken thighs and garnish with limes, sour cream, guacamole, coriander and sliced jalapeños. Enjoy!

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