

Oliver's Italian sauces and oils are sold in 39 countries

## Jamie Oliver ranges find favour abroad

The Jamie Oliver food brand is now available in supermarkets across the globe, from Australia to Finland.

The celebrity chef has launched his Italian range of pasta sauces and oils in 13 new countries over the past year, taking the total number of countries where the products are sold to 39.

Some of the new listings for the Viva Foods-made range include Tesco in Slovakia, Pick'n'Pay in South Africa and Sam's Club in Brazil.

Oliver's herbs and spices range from Fiddes Payne has gone on sale in five new countries over the past year and his Young's frozen fish range has gained four new overseas listings, including Woolworths in Australia.

"Australia is performing particularly well as Jamie is hugely popular there," said a Jamie Oliver spokesman.

In Holland, Oliver has started making bespoke products for Albert Heijn in a deal he hopes to repeat in other countries. At Christmas, the Dutch supermarket launched 16 Jamie Oliver branded chilled and bakery items, including stampot potato with sauerkraut, and for Easter it launched another 14 products.

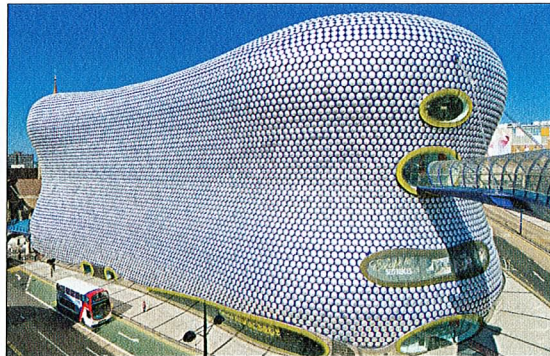
# Birmingham to bring in high-abv booze ban

## Ian Quinn

The UK's second-biggest city is about to throw down the gauntlet to the OFT and supermarket opponents with the largest-scale launch yet of a ban on super-strength alcohol.

Plans for a voluntary ban on all beers, lagers and ciders above 6.5% abv across large areas of Birmingham and its suburbs will be put to supermarkets in the next few weeks with a view to roll-out in the autumn.

Birmingham City Council told The Grocer it was adopting the model spearheaded by police in Ipswich because it was determined to tackle the alcohol problems it estimates cost the city £200m every year.



Birmingham estimates alcohol problems cost it £200m pa

"There is such a huge health harm associated with alcohol in Birmingham we think we can justify the ban on super-strength products," said Jacqui Kennedy, the council's director of regulation and enforcement.

Sources said the competition authorities' lack of intervention over the

Ipswich scheme had set a precedent. "Birmingham has seen that the OFT hasn't taken any action in Ipswich and it's decided to take a punt," said one.

Birmingham has been singled out by the government as a best-practice model on alcohol issues. "There are areas

such as Birmingham where local agencies are working together effectively to tackle alcohol harms," the Home Office said in its response to last year's health committee inquiry on alcohol.

"We expect Public Health England to work with its partners, including local authorities, to provide expert intelligence on effective local interventions. This will include sharing models of best practice, such as Birmingham's."

Birmingham has already clashed with the OFT on alcohol. The competition body ruled a 2005 voluntary ban by supermarkets on multi-buy deals on Thursdays, Fridays and Saturdays was in effect a "cartel".

## Royal Mail and Post Office to launch click & collect network

Royal Mail and the Post Office are to launch what they claim will be the UK's largest click & collect network later this year.

They are currently talking with a number of large online retailers to allow shoppers to order items for collection from their local Post Office.

Around 10,500 post offices across the UK will take part and Royal Mail and the Post Office hope to extend the service to smaller retailers by 2014.

To make it easier for shoppers to pick up their



Post Office: trial involves 10,500 branches across UK

order, over 4,000 of the post offices taking part will offer access to items outside usual Post Office opening times.

"With the largest retail network across the UK, the Post Office offers the most convenient

collection point," said Post Office commercial director Martin Moran.

"We are modernising our branches to make it as easy as possible for customers to access our services. With many branches now open for longer, the Post Office's network provides an ideal location to collect purchases."

Click & collect is growing rapidly in the UK, with Tesco and Sainsbury's offering the service from their own stores. Amazon is rolling out lockers in c-stores.

## on the web

- **Tate & Lyle reports profit boost:** Tate & Lyle has reported a 4% increase in adjusted pre-tax profits to £329m on sales up 5% to £3.26bn for the year to 31 March.
- **Profitero to match for Waitrose:** Waitrose has signed up pricing intelligence experts Profitero to run its Brand Price Match scheme.
- **Lads' mag campaign:** Gender equality groups have joined forces with 11 lawyers to launch a push to withdraw so-called 'lads' mags' from shelves.

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