# Morrisons launches ‘Magic’ transformation with farm shop-style focus and tech trials



Morrisons has announced an ambitious transformation of its UK supermarkets, a move aimed at revitalising its brand and customer appeal. Central to this overhaul, dubbed 'Morrisons Magic', is the removal of 2,500 items from shelves, with plans to introduce premium farm shop-style products in their place. This initiative is spearheaded by Director Andrew Staniland, following successful trials that saw new product ranges introduced at the Warrington branch.

As part of this initiative, the supermarket is refreshing its Market Street section, where fresh meats, fish, vegetables, and baked goods are sold. The revamped area will evoke a farm shop atmosphere designed to attract both inexperienced and seasoned cooks. Products will be packaged in foil trays that enhance their appearance, including meats that are sauced, marinated, or breaded and sold ready for cooking. Additionally, Morrisons aims to broaden its culinary offerings through a collaboration with the sushi chain YO!, which will expand its ready meal selection. This strategic shift highlights the retailer's commitment to improving quality while enhancing the shopping experience.

The planned overhaul comes during a period of heightened competition within the UK supermarket sector. With rival chains also pursuing innovative retail strategies, Morrisons is focusing on striking a balance between quality and affordability. While the supermarket maintains a commitment to clear pricing, it has introduced enticing promotions, offering items such as squash, bread, and biscuits at competitive prices. Notably, however, the cost for some existing meal deals is set to rise from £4 to £6, reflecting the brand's pivot towards more premium offerings.

Staniland commented on the programme's success, stating, “It's early days, we are testing and we are learning, but the Morrisons Magic programme is now well underway. The trial in Warrington is going really well and customer reaction has been fantastic.” This enthusiasm for the transformation aligns with Morrisons' broader mission to modernise its stores while ensuring that the Market Street range—the cornerstone of its fresh produce—remains pivotal to its strategy.

However, the transformation does not come without its challenges. Earlier this year, Morrisons announced closures of over 70 fresh meat and fish counters, alongside the shuttering of 52 supermarket cafes, indicating a shift away from some of its traditional offerings. Despite these cuts, the chain's focus on improving the in-store experience appears to resonate with both shoppers and stakeholders.

Emphasising its commitment to British produce, Morrisons has been proactive in supporting local farmers. The introduction of a 'Buy British' section online aims to ease the path for consumers interested in locally sourced goods, reinforcing the supermarket's investment in sustainable practices. Across its operations, Morrisons is looking to establish a supply chain that aligns with net-zero carbon targets, committing to sourcing meat, eggs, and vegetables from net-zero farms by 2025. Such initiatives are designed to reduce environmental impact while promoting ethical agricultural practices, a move that has garnered praise from entities like the National Farmers’ Union.

In addition to promoting local products, Morrisons is innovating in terms of technology. An unmanned store concept is currently being trialled, allowing customers to pick items and leave without traditional checkout processes. This 'just walk out' format utilizes app-based entry and tracking technology, which highlights the supermarket’s foresight in creating a frictionless shopping experience.

As Morrisons pushes forward with its transformative initiatives, it finds itself at a crossroads, striving to maintain its value proposition amid evolving consumer expectations and competitive pressures within the supermarket landscape. The company's commitment to quality, transparency, and sustainability may well define its path in the coming months as it looks to solidify its standing in the ever-demanding retail sector.

## Reference Map:

* Paragraph 1 – [[1]](https://www.dailymail.co.uk/news/article-14743251/Morrisons-overhaul-UK-supermarkets.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[4]](https://www.farmersguardian.com/news/4153409/morrisons-retailer)
* Paragraph 2 – [[1]](https://www.dailymail.co.uk/news/article-14743251/Morrisons-overhaul-UK-supermarkets.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[2]](https://www.morrisons-corporate.com/media-centre/corporate-news/the-learning-aisle-morrisons-introduces-fresh-british-food-classes-to-its-kids-market-street-tours/)
* Paragraph 3 – [[3]](https://www.marketingweek.com/morrisons-reignites-row-misleading-farm-brands-ban/), [[5]](https://www.thisismoney.co.uk/money/markets/article-9798433/amp/Supermarket-Morrisons-set-unveil-store-NO-workers.html), [[6]](https://www.chroniclelive.co.uk/news/uk-news/morrisons-six-changes-supermarket-shoppers-19994578)
* Paragraph 4 – [[1]](https://www.dailymail.co.uk/news/article-14743251/Morrisons-overhaul-UK-supermarkets.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[6]](https://www.chroniclelive.co.uk/news/uk-news/morrisons-six-changes-supermarket-shoppers-19994578)

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## Bibliography

1. <https://www.dailymail.co.uk/news/article-14743251/Morrisons-overhaul-UK-supermarkets.html?ns_mchannel=rss&ns_campaign=1490&ito=1490> - Please view link - unable to able to access data
2. <https://www.morrisons-corporate.com/media-centre/corporate-news/the-learning-aisle-morrisons-introduces-fresh-british-food-classes-to-its-kids-market-street-tours/> - Morrisons has introduced a 'British Food Module' to its Foodmaker & Shopkeeper Tours, aiming to educate children about the journey of British food from farm to store. The initiative highlights the benefits of supporting British farmers and foodmakers, emphasizing shorter delivery distances and environmental advantages. The tours, available to children aged 5 to 9, include practical demonstrations from skilled butchers, bakers, and fishmongers, fostering an understanding of where local food comes from and how it is made. This move underscores Morrisons' commitment to British farming and aims to inspire the next generation of foodmakers.
3. <https://www.marketingweek.com/morrisons-reignites-row-misleading-farm-brands-ban/> - Morrisons has pledged to avoid using fictional farm names on its products, a move that implicitly criticizes competitors like Tesco and Asda for their 'fake farm' branding. The supermarket chain argues that such branding can mislead consumers into believing products are sourced from British farms when they may not be. This decision aligns with consumer sentiment, as research indicates that 70% of UK adults object to the use of fake farm names and prefer real place or farm names on packaging. Morrisons' stance aims to ensure transparency and support for genuine British farming.
4. <https://www.farmersguardian.com/news/4153409/morrisons-retailer> - Morrisons has become the first major supermarket retailer to implement a 'Buy British' section online, supporting British farmers and produce. This initiative follows a campaign from 121 cross-party MPs advocating for backing British farmers. The move underscores Morrisons' commitment to sourcing and promoting British products, aiming to strengthen the relationship between consumers and local producers. By offering a dedicated online section for British goods, Morrisons seeks to make it easier for customers to choose locally sourced items, thereby supporting the domestic agricultural industry.
5. <https://www.thisismoney.co.uk/money/markets/article-9798433/amp/Supermarket-Morrisons-set-unveil-store-NO-workers.html> - Morrisons is set to unveil an unmanned store that allows customers to pick items directly from shelves, place them into their bags, and walk out without traditional checkout processes. The store utilizes an app that customers must scan upon entry, with digital cameras tracking their movements and purchases. This 'just walk out' concept, currently being tested at Morrisons' head office in Bradford, West Yorkshire, is designed to be transportable, enabling placement in locations such as university campuses, train stations, and urban high streets. The initiative positions Morrisons at the forefront of frictionless shopping technology.
6. <https://www.chroniclelive.co.uk/news/uk-news/morrisons-six-changes-supermarket-shoppers-19994578> - Morrisons is implementing six significant changes across its UK stores, including a commitment to be supplied entirely by net-zero carbon farms. The supermarket plans to introduce net-zero eggs, meat, and vegetables by 2025, with zero-emission eggs expected on shelves by 2022, followed by lamb, fruit, vegetables, pork, and beef. Net-zero farms will employ renewable energy, reduce fertilizer use, rear different animal breeds, plant trees, and eliminate environmentally damaging feed. This initiative has been praised by the National Farmers’ Union, highlighting Morrisons' dedication to sustainability and supporting British agriculture.
7. <https://www.telegraph.co.uk/fashion/shopping/supermarket-fashion-that-actually-looks-expensive/> - Supermarket fashion is gaining popularity, with retailers like Sainsbury’s and Tesco expanding their clothing lines. Sainsbury’s has introduced the 'For all the Love' range, featuring bold prints and maxi dresses priced around £30-40. Tesco's F&F and Morrisons' Nutmeg brands offer stylish options at affordable prices, with items like a striped blue and white crochet tank top reminiscent of Marc by Marc Jacobs. These collections provide consumers with fashionable choices that rival designer pieces, making stylish clothing accessible without the high price tag.