# Morrisons to revamp UK stores with premium farm shop-style range while maintaining value pricing



Morrisons is poised to significantly transform its supermarket offerings in the UK, a move aimed at elevating the customer experience through a fresh, premium approach. The initiative, informally dubbed "Morrisons Magic," will involve the scrapping of 2,500 existing items in favour of a variety of farm shop-style products. This ambitious update, already being trialled in stores such as Warrington, seeks to provide customers with higher-quality options while maintaining the convenience that many shoppers desire.

Key to this overhaul is the enhancement of Morrisons' Market Street section, where fresh meats, fish, vegetables, and baked goods are typically showcased. The company's strategy appears to align with a burgeoning trend where consumers are increasingly interested in fresh, locally sourced, and premium-quality foods. As noted by industry experts, the concept not only aims to cater to novice and experienced home cooks alike but also represents a larger commitment to quality improvement and customer satisfaction within the brand.

The transformation is set to offer products packaged in foil trays, with meats pre-prepared through marinades or breading. Such items are intended to present a more premium feel and to simplify meal preparation. A notable collaboration with the sushi chain YO! will further diversify the ready meals available, responding to evolving culinary interests amongst the consumer base. However, while Morrisons plans to enhance its premium offerings, it also intends to maintain value-driven pricing, with promotions on staple items such as squash, bread, and biscuits starting as low as £1.

Despite these promising changes, Morrisons has made some controversial decisions in recent months, including the closure of 72 fresh meat and fish counters and 52 supermarket cafés. These moves raise questions about the balance between expanding premium offerings while still catering to budget-conscious shoppers. The company has indicated that its Market Street range is integral to its strategy, asserting that these fresh offerings will not be diminished despite cost-cutting measures.

Andrew Staniland, the Director spearheading this overhaul, remarked on the heavy testing and learning currently ongoing, emphasising that initial responses from customers have been overwhelmingly positive. This reinforces a broader narrative within the retail sector, where supermarkets are increasingly competing to attract consumers by focussing on both quality and pricing. The expectation is that these enhancements will culminate in a broader rollout across all stores in the coming months, potentially reshaping how consumers perceive and interact with the Morrisons brand.

As Morrisons navigates this evolution, the path ahead appears to be characterised by a dual focus on premium product offerings while retaining its commitments to affordability, creating a dynamic shift within the competitive landscape of UK supermarkets. The effectiveness of this strategy will hinge not only on customer acceptance but also on how well the company can adapt to ongoing market demands.

## 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), [[2]](https://www.thegrocer.co.uk/merchandising/morrisons-to-revamp-market-street-with-farm-shop-style-concept/667019.article), [[3]](https://www.thegrocer.co.uk/merchandising/morrisons-to-revamp-market-street-with-farm-shop-style-concept/667019.article)
* Paragraph 2 – [[2]](https://www.thegrocer.co.uk/merchandising/morrisons-to-revamp-market-street-with-farm-shop-style-concept/667019.article), [[4]](https://www.thegrocer.co.uk/merchandising/morrisons-to-revamp-market-street-with-farm-shop-style-concept/667019.article)
* Paragraph 3 – [[5]](https://www.thegrocer.co.uk/merchandising/morrisons-to-revamp-market-street-with-farm-shop-style-concept/667019.article), [[6]](https://www.thegrocer.co.uk/merchandising/morrisons-to-revamp-market-street-with-farm-shop-style-concept/667019.article)
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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.thegrocer.co.uk/merchandising/morrisons-to-revamp-market-street-with-farm-shop-style-concept/667019.article> - Morrisons is set to overhaul its Market Street section by introducing a farm shop-style concept. This transformation aims to enhance the fresh food offering, providing customers with a more premium shopping experience. The initiative is part of a broader strategy to modernize store layouts and improve product availability, aligning with the company's focus on quality and customer satisfaction.
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