

January/February 2009

ocado *life*

New Year **Revolution**

Turn over a fresh leaf with our thrifty,
healthy and green recipes

Get the **balance** right

Everything you need to beat the winter blues

Take five!

Eat your way to a healthier new you

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Everyday groceries from Ocado

We've launched our very own range of good-quality, great-value groceries called Ocado Everyday. As the name suggests, it includes lots of everyday groceries like milk, meat and poultry, and will help you save money on essentials without compromising on quality.

The range is set to grow over the coming months, so look out for new additions on our website soon.



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Thanks to the credit crunch, we're all watching the pennies more closely than usual. That's why this issue's lead feature includes a special 'thrifty' New Year recipe, helping you to turn over a new leaf while saving money.

We also show you how to ward off winter chills; how to fit in your 'five a day' even when you're flat out, and how our unique new Life guarantee will help you plan healthy meals for the whole week, while cutting down on food waste at the same time.

Happy reading!



Tell us what you think.

If you enjoy reading *ocado life*, why don't you drop us a line? Whether you'd like to share a recipe idea, or would love us to include something in a future issue, email us at ocadolife@ocado.com or drop us a line at: *ocado life*, Titan Court, 3 Bishops Square, Hatfield, AL10 9NE.

All items are subject to availability. Prices correct at time of going to print.





Founders' Message



Get more out of Life

The main reason that we started Ocado was to change the face of British shopping. So, as soon as we discovered that British shoppers throw away 30% of all the food they buy (in other words, an incredible £43 billion each year), we were determined to do something about it.

Following lots of hard work, we unveiled our **Life** guarantee a few months ago. In a nutshell, that means you can now see 'use-by' dates for all fresh food on our website and on your receipt. It's something we're hugely proud of, especially as it's something that no other online grocer in the world has managed to do.

Obviously, the benefits to you are enormous. First, you can choose not to buy a product if the shelf-life doesn't fit in with your needs, or you can swap it for something else. Secondly, you have total control over your weekly meal planning, which can really help you to reduce food waste.

We know that this might stop you from buying food you would otherwise put in your trolley but, at the end of the day, if less of the food you buy ends up in landfill, we think everyone benefits. We hope you agree.

**Tim, Jason and Jonathan
Ocado Founders.**

The freshest food around.

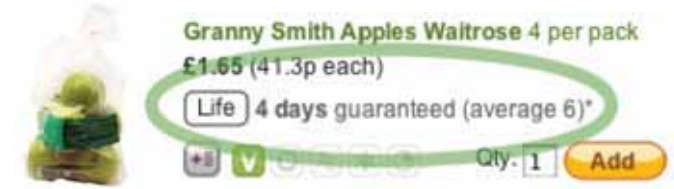
In working out the technology to display 'use-by' dates, we also managed to speed up the journey from field or farm, through our customer fulfilment centre and right into your kitchen. Our fresh food has always been fresher because it comes from a chilled warehouse, not a supermarket shelf, but now you get even longer to enjoy it.



How our **Life** guarantee works

Our **Life** guarantee helps you to transform your fridge from a mere chilled food store to a efficient, well-run machine. Here's how it works.

1 Know what you're buying.
Our website displays each product's guaranteed minimum life, so you know that everything you buy is as fresh as can be.



2 Sort your order, plan your week.
The **Life** view in your trolley allows you to sort your groceries by 'use-by' date and choose food that fits into your week.



3 Eat fresher, waste less.
Our new-look receipt helps you keep track of 'use-by' dates, plan your weekly meals and cut down on food waste, saving you hundreds of pounds each year.



New Zealand lamb Renowned for its succulence, New Zealand lamb, like these tender hand-cut two rack cutlets, is at its tasty best right now. New Zealand Hand-Cut Two Rack Cutlets, £14.49 per kg.



Citrus fruit Make the annual fight against winter sniffles a pleasant one with our seasonal range of juicy vitamin C-packed citrus fruit. Waitrose Lemons, 2 per pack, 55p, Waitrose Extra Large Pink Grapefruit, 3 per pack, £2.49, Waitrose Satsumas, 800g, £1.99



GAIL's speciality bread It's hard to pick a favourite from our new range of fresh-baked artisan bread, but the incredible Tiger Top bread definitely takes some beating. Prices from £1.99.



Tideford organic soups These handy-sized organic vegetarian soups are perfect for lunches, and come in four deliciously exotic flavours, including yummy Organic Moroccan Vegetable. Tideford Organic Soups, 300g, £1.99 per pot.



Organic vegetable carrier This contains plenty of lovely hand-picked seasonal veggies, all carefully hand packed in a recyclable paper carrier. Organic Vegetable Carrier (500g carrots, 500g parsnips, 350g swede, 350g onions, 1 medium cauliflower, 750g potatoes), £5.95.



Spelt porridge Sharpham Park's Organic Spelt Porridge has an extra-rich, nutty flavour, and is packed with slow-release energy to give you a lovely warm start on chilly winter mornings. Sharpham Park Chocolate and Walnut Porridge, 500g, £5.95.

freshly
picked

Sharing the very best of what's around right now.



At this time of year, life is full of good intentions, but if there's one New Year resolution your body will thank you for keeping, it's making more room for fruit and vegetables in your diet.

Experts agree that we should be eating at least five portions of fruit and veg each day to keep our bodies in tip-top condition. That doesn't have to mean lots of peeling and preparing – our handy guide will show you how easy it is to fit 'five a day' into the busiest day.

Time for a new you

On the go.

If you lead a busy life, why not choose quick and easy options like tasty fruit yogurts, ready-to-eat crudités and fresh juices.

Carrot Batons Crammed with vitamin A and lots of other nutrients, including vitamins K and C, potassium and fibre.

Bananas Essential snack that's a great source of vitamin B6, as well as vitamin C, potassium and fibre.

Raisins This versatile lunchbox staple is packed with vitamin K, along with potassium, vitamins B6 and C, fibre and more.



RDA Organic Pomegranate, Blueberry & Evesse Apple 250ml; RDA Organic Ruby Orange and Pink Grapefruit Juice, 250ml, **£1.99** Sun-Maid California Raisins, 6 x 42.5g, **£1.29** Waitrose Carrot Batons, 350g, **99p** Fairtrade Bananas, 5 per bunch, 0.83kg (typical weight), **95p**.

Four facts about 'five a day'.

- ✔ **Why is eating 'five a day' so important?** Our bodies need a wide range of nutrients found in fruit and vegetables to function properly. Many people think getting 'five a day' is just about eating raw food, but that couldn't be further from the truth.
- ✔ **What counts?** On top of fresh produce, frozen, dried and canned fruit and veg (like raisins or baked beans, for example) all count towards your daily intake too.
- ✔ **What doesn't count?** Starchy foods like potatoes and rice. Vitamin and mineral supplements (because dietary supplements don't offer the same nutritional benefits as fruit and vegetables). Alcohol (even if it has fruit in it!)
- ✔ **It doesn't have to cost a lot.** Fruit and veg is usually cheaper when it's in season, and tinned or frozen produce are always good value options too.

At your convenience.

It doesn't need to come from the fruit bowl to count. Stock up your fridge and freezer with everything from fruit smoothies to fresh blueberries to make those 'five a day' even more varied and tasty.

Waitrose Blueberries, 300g, **£2.69** Cawston Vale Apple and Elderflower; Cawston Vale Apple and Rhubarb, 1l, **£1.49** Waitrose Mixed Salad Bowl, 250g, **£1.99** Peartiser Sparkling Pear Juice, 750ml, **£1.70** Appletiser Sparkling Apple Juice, 750ml, **£2.12** Squeeze Me Blendies Twinkle Fruits; Squeeze Me Blendies Sparkle Fruits, 480g, **£3.99** Birds Eye Soya Beans, 480g, **£1.89** Birds Eye Petits Pois, 1.22kg, **£2.23**.





Go with the flow

Some say “you are what you eat”. But whether we choose to feast or fast, one thing is certain: we need water to live. So pick your favourite from our range of still, sparkling and flavoured water, and as you drink, remember the words of great philosopher Henry David Thoreau: “Water is the only drink for a wise man.”

The perfect complement
 Fresh and lightly sparkling, a bottle of Badoit Naturally Sparkling Mineral Water makes an ideal accompaniment to any good meal.
 Badoit Naturally Sparkling Mineral Water, 1l, **89p**



A refreshing change
 If you find drinking water a chore, it's time to jazz up your water intake with this range of lightly-flavoured waters.
 Sip Still Water Ruby Orange;
 Sip Still Water Elderflower;
 Sip Still Water Lemon & Ginger,
 500ml, **£1.29**

A drop of the right stuff
 Whether you're on a mission to detox, or just keeping yourself topped up, these thirst-quenching choices will help to keep you fully refreshed and your skin clear and radiant.
 Volvic Still Mineral Water, 1.5l, **51p** Evian Still Action Water, 4 x 75cl, **£2.92** Highland Spring Water for Kids, 12 x 330ml, **£2.40** Drench Still Spring Water, 6 x 1.5l, **£2.42**

On tap
 Using a Brita water filter is good value, and an excellent way to get unlimited filtered water. It's particularly handy if you don't have room to store lots of bottles of water.
 Brita Elemaris Cool Black Water Filter, 1.4l, **£24.00**
 Brita Maxtra Water Filter Cartridges, 6 pack, **£24.99**



Rachel's Organic My First Yogurts contain organic wholemilk yogurt blended with smooth fruit purée and organic fruit juice concentrate. Simply made for little people. **4x 90g, £1.69.**



Flora pro-activ drink is packed with cholesterol-lowering plant sterols. The small bottles take up no room in your fridge, and drinking just one bottle each day will help you keep your heart healthy. **4x 100ml, £2.39.**

Quick, easy and packed with vitamins, there's much more to yogurt than simply spooning it on to morning cereal or using it to top a bowl of fresh fruit. Here are a few delicious ways to enjoy this nutritious food...



Müller Light yogurts are delicious, but with less than 110 calories per pot, make a virtually guilt-free snack. **200g, from 54p.**

Cream of the Crop



Alpen Strawberry and Yogurt Bars make super handy snacks, so slip a couple in your lunchbox or pop one in your pocket to keep hunger pangs firmly at bay. **174g, £1.69.**



Ben and Jerry's frozen yogurt skimps on the fat, not the flavour, making it a satisfyingly healthy alternative to traditional ice-cream. Chocolate Fudge Brownie and Cherry Garcia Frozen Yogurt, both **500ml, from £3.67.**



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Get off to a good start



January is the traditional time for turning over a new leaf. And, with most of us listing 'being more healthy', 'being greener' or 'being more careful with money' among our resolutions, you're sure to be inspired by the three recipes that follow.

Queen of thrift Vicki Smallwood feeds four for about a fiver; eco-chef Arthur Potts-Dawson helps us save on energy and washing-up, and healthy eating champion Carey Davis-Munro shows us how healthy eating and flavoursome cooking can go together like peas in a pod.

Whatever your New Year's resolution, these three recipes will help you start 2009 in the right way: enjoying good food with a clear conscience.

For the full recipes visit our Recipes section at Ocado.com

Tasty and thrifty

Vicki Smallwood is the author of several cookbooks, including 100 Great Healthy Meals. You might know her better as the writer (and culinary star!) of our famous online video recipes.

Good and green

Head chef at London's celebrated Acorn House eco-restaurant, Arthur is one of Britain's brightest young chefs, with a stellar CV that takes in several Michelin-starred restaurants, including Kensington Place, La Tante Claire and the River Café.

Nice and healthy

Carey Davis-Munro is the founder of Head Start 4 Health, a pioneering business which promotes a healthier all-round lifestyle through exercise, nutrition and emotional wellbeing.

Tasty and thrifty


Smoked mackerel & sweet potato cakes

For most people, good food is even more satisfying if it's great value too. And if you belong to that school of thought, you'll be delighted with this recipe. It's quick and easy to make, and uses just a handful of ingredients, making it a winning choice for a speedy midweek meal. Best of all, this nifty dish works out at just over two pounds per person, making it a recipe that truly punches well above its weight.



"This is one of my favourite meals when I get in late, because it's cheap, satisfying, and doesn't take long to make!"

Vicki Smallwood




"I'm a huge fan of one-pot cooking. It's a great way to bring out flavours, and means you can just throw everything in and leave it to cook."
Arthur Potts-Dawson

Nice and healthy

Chicken in lemon and rosemary with wild rice mix

After an indulgent Christmas, many people kick off the New Year feeling flat. Pep yourself right up with this delicious healthy recipe. It's packed full of flavour and includes mushrooms and chicken (both containing plenty of B vitamins, niacin and selenium for boosting energy levels and immune systems), along with lemon (bursting with lovely cold-busting vitamin C), and nutty, crunchy wild rice, which is full of slow-release energy.



"I chose this recipe to show that healthy eating doesn't have to mean surviving on salads and self-denial."
Carey Davis-Munro

Good and green

Lamb, spinach & couscous stew

This superb recipe takes its inspiration from rich North African stews and tagines. Using shoulder of lamb means you're already guaranteed lots of taste, but by letting the meat cook together with the other ingredients, you'll bring out an extra depth and intensity to the flavours. There are other benefits too: using a single pot for everything is extremely efficient and economical on fuel; and, with next to no washing-up, you'll have plenty of time to sit back and relax after dinner.



Get the balance right



A drop of oil to keep your joints moving.
Seven Seas one-a-day Cod Liver Oil, 60 capsules, £2.77.



Keep your joints strong and supple.
Vitabiotics Jointace, 30 capsules, £7.16.



Vitamins and minerals for busy lives.
Berocca Effervescent, 30 Tablets, £7.68, 15 tablets, £4.00.



Ward off winter colds for longer.
Redoxon Slow Release Vitamin C, 20 capsules, £2.99.

Having a good balanced diet is the best way to stay fit and healthy, but even if you eat the right sort of food and drink, it can be hard to take in all the nutrients your body needs. That's why, whether you're a pregnant mum or a busy grandad, you'll find a range of vitamins and minerals at Ocado tailored just for you.

Cold comfort.

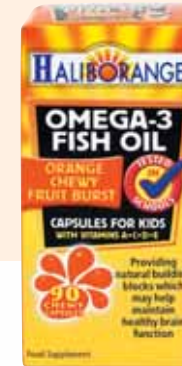
Our healthy selection of vitamins and pick-me-ups will help to fight off winter coughs and sniffles, and give you welcome relief if you do pick up a cold.

As easy as ABC.

Our choice of vitamins, minerals and health supplements will help to keep you and your family in tip-top condition all year round.



Vital nutrients for before, during and after pregnancy.
Vitabiotics Pregnacare Original, 30 capsules, £4.58.



The yummiest way to take healthy fish oil without the yucky taste.
Haliborange Omega-3 Fish Oil Orange, 90 capsules, £8.31.
Suitable for children from 6 years.



Made to keep little people perky.
Sanatogen Kids A to Z Multivitamin & Mineral, 30 tablets, £2.26.
Suitable for children from 3 years.



Help your teens to stay full of beans.
Haliborange Teensense, 30 capsules, £5.27.

Please remember to always read the label.





Bottlegreen cordial "I tried this last summer and totally fell in love with it. It's really refreshing and actually tastes of real pomegranate and elderflower. There is also a Junior range for my kids." Beverley Jackson, North London
Bottlegreen Cordials, 500ml, from £2.89.



The latest magazines
 "Since you started stocking magazines, I've gone from reading one a month to about five or six. I just sneak them in with the rest of our delivery – my boyfriend never notices!" Jasmin Wilmot, Nottingham
New magazine range, from 45p.

Recommended by you

We've added over four thousand products to our range this year. With so many exciting new goodies to discover, we decided to ask some of our regular customers to pick out their favourite. Here's what they said...

Miniscoff meals "My kids love these because each recipe has been designed by a proper chef. I also like the fact that they're made with locally-sourced organic ingredients, supporting British farmers." Natasha Berg, Chiswick
Miniscoff Organic, various flavours, 270g, £3.39.

John Lewis tights "I love John Lewis hosiery, but we live quite a way from their nearest store, so being able to add them to my weekly Ocado order is bliss." Laonie Comerford, Derby
John Lewis Sleek Nude, £2.90.

Veal and Pancetta Meatballs
 "I can never understand why more people don't eat veal. It's got a lovely, delicate flavour that goes well with many nice dishes like scaloppini, saltimbocca and meatballs." Salvagia Abatti, Southampton
Veal and Pancetta Meatballs, 550g, £4.99.



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Celebration days

Valentine's Day February 14th

Don't fancy the idea of queuing at a local bistro for an 'intimate' Valentine's meal? Why not indulge your romantic urges with a special dinner and a few little treats from our Valentine's Day selection.

- Chambord Black Raspberry Liqueur, 200ml, £6.49**
- Waitrose Vintage Champagne, 750ml, £24.99**
- Waitrose Organic Raspberries, 300g, £2.69**
- Linden Lady Handmade Chocolate Fudges 250g, £4.99.**



Burns Night January 25th

Each year on January 25th, Scots everywhere raise a glass to the nation's favourite poet, Robbie Burns. Join them with a traditional supper of haggis wi' bashit neeps an' champit tatties, washed down with a wee dram o' malt.

- Glenfiddich 12 Year Old Special Reserve Whiskey, 70cl, £20.99**
- Macsween Traditional Haggis, 454g, £3.39.**



Chinese New Year January 26th

It's the Year of the Ox! Celebrate this auspicious occasion with our selection of Oriental cooking ingredients or our range of Waitrose ready-made ingredients, and serve up a feast fit for an emperor.

Choose from our wide range of Waitrose oriental dishes, including all the dishes in this fabulous Chinese banquet.



Pancake Day February 24th

Go flipping mad this Shrove Tuesday with our range of pancake-making essentials. As well as all the raw ingredients (eggs, milk, flour, lemon and sugar) we also sell handy instant pancake mixes and even John Lewis frying pans!

- Jif Lemon Juice, 250ml, 66p**
- Aunt Jemima's Original Pancake and Waffle Mix, 907g, £3.50.**



Let love sparkle...

G.H. Mumm Rosé

An attractive salmon pink colour with luscious red fruits, caramel and vanilla on the nose. The palate is full with flavours of red fruits, caramel and vanilla and a long, powerful finish – this is perfect with food or as an aperitif.

Gran Campo Viejo Cava Rosé

Savour the taste of summer all year round with this bright rosé sparkling wine. Gran Campo Viejo Cava Rosé is smooth and rounded and delivers a burst of red fruits on the palate. This wine can be enjoyed both as an aperitif or to accompany a variety of dishes such as seafood platters and spicy continental meats or treat yourself with fired strawberries.

Montana Sparkling Rosé

This wine has a delicate style with fresh strawberries on the nose and palate. With a rich and creamy texture, and a refreshing acidity, it results in a crisp, clean yet elegant finish. Superb with oysters and smoked salmon.



G.H. MUMM Campo Viejo MONTANA NEW ZEALAND

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