

# OUR GOAL

... At Sainsbury's we will deliver an ever improving quality shopping experience for our customers with great products at fair prices. We will exceed customer expectations for healthy, safe, fresh and tasty food, making their lives easier every day.

As a leading food retailer we focus on being

## 1. BEST FOR FOOD AND HEALTH



...that's why we're so committed to...

## 2. SOURCING WITH INTEGRITY



And because we source from around the world and sell in the UK we have to show

## 3. RESPECT FOR OUR ENVIRONMENT



...and play an active role in the communities that we serve

## 4. MAKING A POSITIVE DIFFERENCE TO OUR COMMUNITY



All this is possible through the commitment of our colleagues so we make Sainsbury's

## 5. A GREAT PLACE TO WORK



And that's why we believe

## OUR VALUES MAKE US DIFFERENT