

Asda's big target for local and ethnic sales

Asda has set a target of hitting £500m a year in local and ethnic sales by 2013.

The retailer set the target this week as it revealed it had racked up sales of locally sourced produce worth £1bn since launching the initiative 10 years ago.

Over the past decade, the supermarket has worked with over 600 local and ethnic suppliers to develop its award-winning local hubs, and stocks more than 6,000 local products in 400 stores.

But it now wants to become more "ambitious", with a 15% per annum increase in sales of regional meat, produce and speciality local food products.

"We've built our local

business into a £1bn success story," said CJ Antal-Smith, category director on emerging markets.

"We're working with some of the smallest UK suppliers to give them the opportunity to grow their business and at the same time increase the amount of local and ethnic products available to our customers. Big stores can do local in a big way."

Local is becoming yet another battleground for the multiples. Tesco claimed earlier this year that it had broken the billion-pound barrier for sales of locally sourced products, five years after setting up its first regional buying office.