

# Winter Warmer at Asda cafés returns for pensioners

## Asda Cafés bring back £1 'Winter Warmer' initiative for over 60s

The supermarket is bringing back soup, roll and unlimited tea and coffee for just £1 this winter.

From 1 November until the end of February, Asda will serve everyone aged 60 and over soup, a roll and unlimited tea and coffee for just £1 in any of Asda's 205 cafés. The retailer first launched Winter Warmers in November 2022 for two months in a bid to support older customers who were badly affected by rising costs, with 65- to 74-year-olds experiencing a £163 year-on-year drop in disposable income in August 2022. More than 650,000 £1 soup meals were served, and the retailer then extended the deal until 28 February 2023.

The offer is available all day, every day and will run alongside the Kids Eat for £1' offer which continues to be hugely popular, with more than 2.6 million meals served since its launch in June 2022, and more than 180,000 in the last four weeks alone.

The latest figures from Asda's income tracker reveal that 40% of the lowest earning households are still experiencing negative disposable income in September, meaning that their income does not cover what they need to spend on bills and other essentials.

Kris Comerford, Asda's Chief Commercial Officer said: "We know winter is set to be incredibly hard for thousands of pensioners as they continue to worry about how to keep

themselves warm in the face of rising living costs and on a fixed income.

“Last year we served over 650,000 meals to the over 60s in two months, by bringing the initiative back for 2023 and extending it until February we hope it will prove just as impactful across the winter months for those who need it most.”

In addition to the Winter Warmer deal, the Kids Eat for £1 meal deal continues to be popular with families, now serving over 2.6 million meals since its launch back in June 2022.

Selected Asda stores also run a ‘Community Cuppa’ campaign in its cafés by creating space for community groups who may otherwise struggle to meet due to rental costs or high energy costs. Spaces will be available on weekdays in November and December from 2pm to 6pm and all community group members who visit will receive unlimited free tea or coffee.



