

Shopping with Taste

With its TASTE brand, A.S. Watson has again defined a key market segment

AS THE FIRST STORE in Festival Walk shows, TASTE is pioneering a new concept of lifestyle shopping. Its “More than Food” experience adds the extra ingredient of fun to the grocery shopping routine.

The starting point for TASTE was A.S. Watson’s recognition that Hong Kong consumers are increasingly demanding and cosmopolitan. All customer segments, from budget to affluent, are looking for more – more choice, more quality, more value and above all more excitement.

So A.S. Watson looked at upscale supermarket concepts around the world and combined the results of this research with its own deep knowledge of Hong Kong consumers. The result was TASTE – a unique blend of product, environment and service.

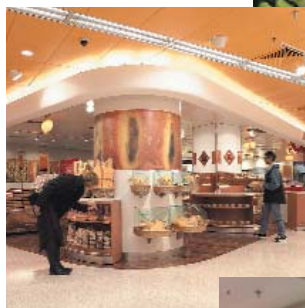
It tastes so good

An irresistible product range was vital. TASTE offers a cosmopolitan selection of over 25,000 quality food items from around the world. The choice is huge – from live fish and market-style fruit and vegetables, through *siu mei* and *lo mei* to sushi and sashimi. And almost everything else in between. Shoppers can savour the aroma of freshly baked bread in the open bakery, select mouth-watering cold cuts and cheeses from the deli or enjoy light meals at the Sandwich and Gourmet Food Bar.

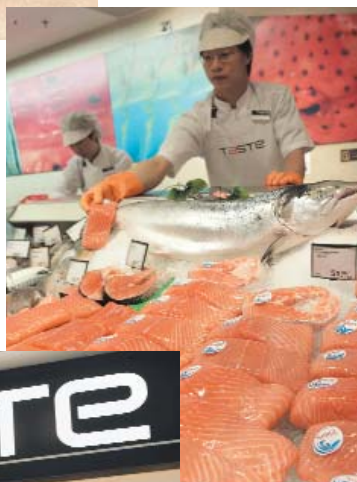
There’s more. It’s easy to entertain with TASTE: there is a delicious selection of freshly made quality meals to take home. And TASTE offers one of the most extensive ranges of organic food in Hong Kong.

Style and service

But product alone wasn’t enough to make TASTE unique. A.S. Watson was



More than food: the irresistible product range and inviting ambience at Taste



determined to create a shop where customers enjoyed spending time – a warm, inviting environment that makes shopping an experience not a chore. The choice of designer was key. A.S. Watson selected a design firm experienced in creating an inviting ambience for upscale restaurants, not the sterile, utilitarian feel of many traditional supermarkets.

It’s worked. With wide, uncrowded aisles under the signature orange ceiling, TASTE has created an atmosphere that even the most demanding shoppers find irresistible.

To complete the mix, TASTE developed a comprehensive learning programme, sending many staff to A.S. Watson’s flagship GREAT store for on the job training. The highest standards of service can be taken for granted by TASTE customers.

The taste of things to come

Consumers have given a big thumbs-up to TASTE. Sales have consistently exceeded forecasts, with 25% of the increase coming from higher customer numbers and 75% from higher than average basket spend. TASTE’s attractive environment is encouraging shoppers to sample many of the tempting products on offer.

So successful is the new concept that A.S. Watson is already planning the rollout of up to 10 more TASTE stores over the next 18 months. Soon you’ll be able to shop with TASTE all over the city – thanks to A.S. Watson’s talent for knowing what the market wants.