

Did you know?

1. Morrisons started as an egg and butter merchant in Rawson Market in Bradford in 1899 founded by William Morrison.
2. In 1958 the first Morrisons shop opened in Bradford with three checkouts, it offered self-service and had prices on its products.
3. There has been a Morrisons store in Gibraltar since 1994. Equipped with its own fully licensed bar, customers can enjoy a refreshing drink after doing their shop in store.
4. Morrisons has over 100,000 colleagues across 497 supermarkets, manufacturing and logistics sites and around 1,600 Morrisons Daily convenience stores.
5. Morrisons is the largest employer of craft apprentices in the UK, training hundreds of apprentices a year, many in traditional craft skills such as butchery, bakery and fishmongery.
6. Morrisons has hundreds of Community Champions located in stores across the UK. These amazing colleagues support our local communities including fundraising for local causes.
7. A 1,500 strong fleet of vans deliver an average of 250,000 shops straight to customers' doorsteps every week from Morrisons.com.
8. Morrisons bakery counters serve 30 varieties of fresh bread, baked in store every day by its expert bakers.
9. Every Easter, Morrisons bakers bake 20 million hot cross buns, baking and kneading over 1,500 tonnes of dough. 12 million of these are made right in stores by skilled in-store bakers with the rest made in Morrisons own bakeries. Traditional fruit hot cross buns remain a frontrunner.
10. Morrisons deli counters serve around 50 different varieties of cheese. The most popular being Wensleydale & Cranberry.
11. One of the most popular items in the Market Street Cake Shop are the baked in store cookies, nearly 2 million are sold every year.
12. Morrisons doughnuts are a cult favourite amongst customers. Last year, shoppers consumed over 69 million doughnuts from Morrisons bakeries, amounting to over four million kilograms of doughnuts – the same weight as 250 cars.
13. Morrisons has circa 400 cafés on site, serving over 600,000 customers and local communities every week. The most popular dish on the menu is the Fish and Chips, over 1.8 million portions are served every year, making Morrisons the biggest Fish & Chips chain in the UK.
14. In 2018, Morrisons created the hottest curry ever made – the Morrisons Volcanic Vindaloo was made with a chilli that's 200 times hotter than a jalapeño.
15. In 2019 Morrisons introduced large paper carrier bags and in 2020 became the first UK supermarket to remove all single-use plastic carrier bags from checkouts.
16. In 2022 Morrisons became the first supermarket to launch a line of carbon neutral eggs as part of its commitment to be directly supplied by 'net zero emission' British farms by 2030, five years ahead of the rest of the supermarket industry.
17. In 2021 Morrisons became the first supermarket to scrap 'Use By' dates on its own brand milk – and encourage its customers to use a sniff test - to help to reduce food waste in the home and stop millions of pints of its own brand milk from being thrown away every year.
18. To provide extra income for farmers, Morrisons launched a For Farmers range in 2015, becoming the first supermarket to give part of the retail price directly back to farmers. The range includes milk, eggs, cream and cheese and has given over £23m back to farmers to date.
19. Morrisons has 18 sites making meat, fruit & veg, fish, bakery and fresh food products and are unique in that they prepare and make more than half of the fresh food sold in stores.
20. The Flowerworld manufacturing site sees over 300 florists make over 400,000 bouquets every week using hand tying methods and machinery. Morrisons prepares over 1.3 million bouquets a week in the run up to Mother's Day!
21. At the two seafood processing sites close to the docks in Grimsby 430 colleagues prepare fresh fish and shellfish. The sites supply 80 different products including salmon, cod, haddock, mackerel and Morrisons own smoked salmon. Covering 140,000 square feet between them, the two sites produce 10,000 tonnes of shellfish and surimi and supply 30 million packs of pre-packed fish and seafood a year.
22. Every Christmas, between 22 and 24 December, Morrisons give away hundreds of thousands of wonky carrots to children in its stores nationwide – to help them prepare for Rudolph's visit.
23. In 2024, Morrisons introduced themed checkouts across its branches so little shoppers can join in with the shopping experience and 'play shop'. The child checkouts are supervised by staff members and children are guided on how to scan their shopping.
24. Morrisons was the first UK supermarket to introduce a Quieter Hour across all stores between 9am and 10am every Saturday morning, and Morrisons recently extended the initiative. This creates a quieter and calmer environment to help customers with additional sensory needs, such as those with autism.
25. Morrisons colleague, Anna Ingram, was awarded the Guinness World Record for fastest checkout scanning on 27 August 2014 – scanning and packing 12 shopping items in just 18.65 seconds!

More reasons
to shop at



Morrisons
FOR 125 YEARS