



## "Is Anton Jurgens negotiating with Carrefour?"

On Wednesday, June 4th, the Anton Jurgens Tour 2008 started with a visit to the 9th Global Retail Conference in London. Together with more than 150 visitors from 31 countries, the MBA Business Creators of the Anton Jurgens Institute attended lectures given by world's leading retailers and manufacturers. The latest insights in global retailing arose and new contacts were made. The real world was studied during the London Retail Tour visiting leading food retailers.

The extensive and active contribution of the Anton Jurgens to the Global Retail conference made some visitors wonder whether the Institute has any plans to take over Carrefour! José Luis Duran, Chairman of the Management Board of Carrefour, did not touch this subject during his presentation. He did however, point out the success of his single-brand strategy within Carrefour. Duran stated that Carrefour's growth is realised in the BRIC markets with a

contribution of 25% in sales in 2007. Philip Clarke, International & IT Director of Tesco, stated the importance of the Asian market and the similarity in development with the European market. Clarke called them "Global Truths" - Aging of our World; New Middle Class in developing markets; Competition for natural resources and "Global Consumer Needs"- Health & Wellness; Convenience, Value, Ethics; Conservation, Sustainability. In our

London Retail Tour we spotted that Clarke's truths are already implemented in the lay-out and range of Tesco's store formulas and competing food retailers.

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## No hard feelings for Kimberly-Clark's Giles Turrell.

During the 9th Global Retailing Conference 2008, a discussion started between Giles Turrell and Joel Wallecan. Giles Turrell is President Customer Development, Kimberly-Clark Europe. Joel Wallecan is one of the MBA Business Creators of the Anton Jurgens Institute and is working for Cargill.

Giles Turrell is strongly in favour of companies opening the dialogue with retailers in order to set the Sustainability agenda together.

Joel Wallecan acutely pointed out that in this process, suppliers of raw materials and half fabricates, should not be left out. In his opinion, the supply-side has been dictated unilaterally, and there is hardly a Sustainability dialogue between supplier and producer, whereas producers did seek the discussion with retailers.

Turrell was enough of a sportsman to acknowledge



Wallecan's point. He underlined this by engaging a conversation with Wallecan afterwards and addressing his contribution to the discussion.

# Insight in Tesco's strategy



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Food for Brands and Brains



Karen Tonks, Company Nutritionist at Tesco Stores Ltd. gave the group of MBA Business Creators insight in Tesco's strategy.

She took the time to show them around in Tesco's superstore and was enlightening in her elaborations. One of the developments is the evolution of Tesco's Healthy Eating concept into Healthy Living. This offers Tesco opportunities to include more products and educate the consumer on the importance of not only eating healthy, but living healthy as well.



"Benefits of dietary choices are not the same for everyone." said Siân Astley. Dr. Astley is a Professor at the Institute of Food Research, Norwich Research Park Colney, Norwich, UK. She said this in an eye-opening and informative discussion about the future of nutrigenomics at the London Metropolitan University, on Friday, June the 6th in which the MBA Business Creators of the Anton Jurgens Institute took part. Below some highlights of this session by Dr. Savithri Rangarajan, MBA Business Creator at the Anton Jurgens Institute.

## Nutrigenetics and Nutrigenomics: simple solutions not available

Nutrigenetics and Nutrigenomics, Dr. Astley said were the 'Science', while Personalized/ individualized nutrition were the application, to perhaps underpin public health by providing more refined information for target groups or individuals. The two areas focus on how genetic make-up affects response to diet and how diet influences the genome. Dr. Astley cautioned us about ignorance and largely bogus claims associated with age-related diseases and complex diet-gene-

environment relationships and for consequences of the effects on health derived from dietary change. Useful to the MBA Business Creators, she suggested that though current market opportunities centred on genetic testing and dietary lifestyle advice, future opportunities could involve specially formulated supplements or pharmaceuticals (genotypes < 1%) or functional foods for sub-populations with retail and delivery to consumers. The added value of the new technology tools would be increased quality and safety, added enjoyment and health benefits, with an element of individualization. She hoped to avoid premature speculation about Nutrigenetics and Nutrigenomics and not to scare people about them unnecessarily. She also discussed ethical, legal and social issues of these emerging technologies, and predicted that it would take at least 15 years more for 'Genotype' products. So, it's not that it's "Never going to happen". It will take it's due course. Dr. Astley provided us a great new insight into the applications, risks, opportunities and future prospects of Nutrigenomics.

## Whole foods, non GM, healthy living... the Jurgens Food Retail tour



To see what's going on in global retailing, stores of world's leading food retailers in London were visited. Marks & Spencer excels in strong and clear communication on their packaging. The Whole Foods retailing concept was discovered in the excellent presentation of high quality products meeting today's consumer demands. Tesco stands out with their amazing choice in ready-to-eat meals combining convenience, value and health. These stores inspired our MBA Business Creators and they gathered lots of new ideas. Of course, the best way to digest all new insights is to taste these inspiring products during a picnic in Holland Park!