



This is a repository copy of *The role of plastic packaging in transforming food retailing*.

White Rose Research Online URL for this paper:  
<https://eprints.whiterose.ac.uk/177159/>

Version: Supplemental Material

---

**Article:**

Parsons, R. [orcid.org/0000-0003-2169-7639](https://orcid.org/0000-0003-2169-7639) (2022) The role of plastic packaging in transforming food retailing. *British Food Journal*, 124 (4). pp. 1285-1300. ISSN 0007-070X

<https://doi.org/10.1108/BFJ-04-2021-0407>

---

This author accepted manuscript is deposited under a Creative Commons Attribution Non-commercial 4.0 International (<http://creativecommons.org/licenses/by-nc/4.0/>) licence. This means that anyone may distribute, adapt, and build upon the work for non-commercial purposes, subject to full attribution. If you wish to use this manuscript for commercial purposes, please contact [permissions@emerald.com](mailto:permissions@emerald.com)

**Reuse**

Items deposited in White Rose Research Online are protected by copyright, with all rights reserved unless indicated otherwise. They may be downloaded and/or printed for private study, or other acts as permitted by national copyright laws. The publisher or other rights holders may allow further reproduction and re-use of the full text version. This is indicated by the licence information on the White Rose Research Online record for the item.

**Takedown**

If you consider content in White Rose Research Online to be in breach of UK law, please notify us by emailing [eprints@whiterose.ac.uk](mailto:eprints@whiterose.ac.uk) including the URL of the record and the reason for the withdrawal request.



[eprints@whiterose.ac.uk](mailto:eprints@whiterose.ac.uk)  
<https://eprints.whiterose.ac.uk/>



Figure 1: The Genoese Gateau (left) (image reproduced with the permission of The M&S Company Archive)



Figure 2: Retortable packaging (image reproduced with the permission of The M&S Company Archive)



Figure 3: Vacuum-packed (top) and controlled atmosphere (bottom) packaging (image reproduced with the permission of The M&S Company Archive)