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| **Year** | **Answer** | **Event** |
| 1869 | **9** | 1. To encourage our customers to reuse carrier bags, we launched our Penny Back scheme for charity at the start of the 1990s. |
| 1882 | **17** | 1. By the end of the 1960s Sainsbury's own brand lines accounted for more than 50% of the company's turnover. |
| 1898 | **5** | 1. Sainsbury’s was the largest retailer to completely remove battery farmed eggs from its shelves, ensuring over half a million hens will no longer be kept in battery cages in 2009. |
| 1914 | **15** | 1. Sainsbury’s halved labels on our cans, to save paper and help the Second World War effort. |
| 1916 | **7** | 1. Sainsbury’s longest established supplier – Lloyd Maunder – started supplying them with meat in 1898. |
| 1944 | **4** | 1. Sainsbury’s launched the TU fashion range in 160 stores. In September 2004 we launched the TU fashion range in 160 stores. The range included womenswear, menswear, kidswear, accessories, jewellery & lingerie. |
| 1950 | **11** | 1. Sainsbury’s set up their training school in Blackfriars, ensuring our colleagues were the best trained. Our training was so well regarded by our competitors in the by 1916 they advertised for “Sainsbury’s trained men”. |
| 1961 | **10** | 1. Sainsbury’s introduced the first ever carrier bags made from recycled material. Their reusable Bags for Life are made of 100% recycled material. This happened at the end of the 1980s. |
| 1969 | **2** | 1. Sainsbury's was founded in 1869 by John James and Mary Ann Sainsbury. Drury Lane was one of London's poorest areas and the Sainsburys' shop quickly became popular for offering high-quality products at low prices.  Since 1869 they have grown from one shop to more than 800 today. |
| 1970 | **13** | 1. We became the first food retailer to computerise distribution. Sainsbury's became the first food retailer to computerise the distribution of goods to its stores at the start of the 1960’s. The computer was so complex it had to be ordered two years in advance. |
| 1975 | **16** | 1. Sainsbury’s self-service stores opened, years before their competitors. Their store in Croydon was the first to change to self-service, in 1950, bringing an end to queuing at counters. |
| 1989 | **8** | 1. Sainsbury’s were the first major supermarket in the UK to sell Fairtrade food. By 1994 the range of Fairtrade products included orange juice, chocolate, tea and coffee. |
| 1991 | **1** | 1. Sainsbury’s introduced the first bakeries, fresh fish counters, petrol stations and coffee shops into our stores at the start of the 1970s. |
| 1994 | **12** | 1. Sainsbury’s were the first retailer to launch our own brand 1% fat milk. In one year it attained a phenomenal 10% share of our milk range and is consumed in 2.5 million households in 2008. |
| 2004 | **6** | 1. Sainsbury’s started to recruit women to help with colleague shortages at the start of the First World War. During the war women helped run stores for the first time. |
| 2007 | **19** | 1. Our first Savacentres opened, expanding our range to include non-food products in 1975. |
| 2007 | **18** | 1. At the start of the 1880’s Sainsbury’s started to sell own-brand products. Having their own-label products has always been seen as the best way of offering choice and good value to customers. |
| 2008 | **14** | 1. In 2007 Sainsbury’s were the first retailer to convert all bananas to 100% Fairtrade. |
| 2009 | **3** | 1. The first Make the Difference day – 27 April 2007 – focused on respect for our environment. For one day, Sainsbury’s became the first major UK supermarket to stop giving out free disposable carrier bags in its stores. Instead, they gave customers an estimated seven million free re-usable ‘Bags for Life’. |