

OUR SELECTION: CURATED FOR YOUR TASTE, PRICED FOR THE PLANET'S FUTURE \* AT CARBON MARKET, WE BELIEVE IN HEAVY PROFITS AND HEAVIER FOOTPRINTS

# Carbon Market

Beverages



**ERDINGER WHEAT BEER BOTTLE**  
**0.385** £2.85/  
 KGCO<sub>2</sub>E



**PRESTO INTENSO ESPRESSO BARISTA GRADE INSTANT COFFEE**  
**£5.61**  
**0.795** KGCO<sub>2</sub>E

WINTER SPECIAL  
 ONLY 0.75 PER COFFEE  
 they warm



**TWININGS ENGLISH BREAKFAST TEA BAGS LARGE PACK 80**  
**0.426** £3.01/  
 KGCO<sub>2</sub>E

歡迎光臨



**135 EAST HYOGO JAPANESE DRY GIN**

**4.928** £36.5/  
 KGCO<sub>2</sub>E



**HAKU VODKA**

**£38**  
**5.130** KGCO<sub>2</sub>E

Hydrofluorocarbons



**SHLOER WHITE GRAPE & ELDERFLOWER SPARKLING JUICE DRINK**

**£2.95**  
**1.316** KGCO<sub>2</sub>E

SALE!

Water Vapor



**MR. BLACK COLD BREW COFFEE LIQUEUR**

**£22.25**  
**3.004** KGCO<sub>2</sub>E

IN STORE COUPON  
 swap juice for tea  
**90% LESS CARBON**



**Best!**  
**NYETIMBER CLASSIC CUVÉE**  
**SALE!**  
**£43**  
**5.805** KGCO<sub>2</sub>E

Carbon Dioxide



**INNOCENT PURE ORANGE FRUIT JUICE WITH BITS LARGE**  
**£3.51**  
**1.561** KGCO<sub>2</sub>E

Limited-time offer!

Nitrous Oxide



**extra 10% carbon emissions**

**BIRRA MORETTI SALE DI MARE UNFILTERED LAGER BEER BOTTLE LARGE**  
**0.425** £3.15/  
 KGCO<sub>2</sub>E

5KG CO<sub>2</sub>E ONLY 5KG CO<sub>2</sub>E 5KG CO<sub>2</sub>E  
 oMg! EXCLUSIVELY ON THE PURCHASE OF TWO BOTTLES OF WINE!

Thank You!



**COCA-COLA ZERO SUGAR**

**1.137** £2.55/  
 KGCO<sub>2</sub>E



**PRESTO INSTANT COFFEE ESPRESSO INTENSO**

**PRESTO INTENSO ESPRESSO BARISTA GRADE INSTANT COFFEE**  
**£5.61**  
**0.795** KGCO<sub>2</sub>E

CARBONE SMART TIP: CLUB MEMBERS EARN TRIPLE POINTS ON ANY BOTTLE THAT EXCEEDS 2.5kg CO<sub>2</sub>e. DRINK RESPONSIBLY (FOR OUR REVENUE).

Sulfur Hexafluoride

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# Carbon Market

Beverages

## MEMBERS ONLY: SNIP & SAVE

Thank you for choosing Carbon Market. To celebrate our record-breaking quarterly profits, we are pleased to offer these "Exclusive Emission Vouchers." Simply cut along the dotted line and present at checkout to indulge in our highly recommended, high-margin items. Every redemption is a distinguished contribution to our shared goal of global warming.

5KG CO<sub>2</sub>E

5KG CO<sub>2</sub>E

**ONLY 5KG CO<sub>2</sub>E**



EXCLUSIVELY ON THE PURCHASE OF TWO BOTTLES OF WINE!

OMG!

5KG CO<sub>2</sub>E

5KG CO<sub>2</sub>E

IN STORE-COUPON

*swap juice for tea*



**90% LESS CARBON**

Estimates use UK spend-based procurement data (kg CO<sub>2</sub>e per £). Results reflect pricing and supply-chain systems rather than individual consumer blame.

**extra carbon emissions**

**10%\***

WITH EVERY PURCHASE OF BOTTLED WATER



LIMITED TIME

Estimates use UK spend-based procurement data (kg CO<sub>2</sub>e per £). Results reflect pricing and supply-chain systems rather than individual consumer blame.

£5 DEALS AVAILABLE, ONLY IN STORE

**WINTER SPECIAL**

ONLY 0.71 KG CO<sub>2</sub>E.

*stay warm*



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# Carbon Market



**NO.1 BRITISH FREE RANGE  
12 PORK SAUSAGES**  
£6.00/  
**14.184** KGCO<sub>2</sub>E

Thank You!

CO<sub>2</sub>



**BRITISH BONELESS  
LEG OF LAMB WITH  
GARLIC & ROSEMARY**  
£13.10/  
**30.968** KGCO<sub>2</sub>E

Meat

Water Vapor



**DUCHY ORGANIC  
2 BRITISH LAMB  
LEG STEAKS**  
£9.02/  
**21.32** KGCO<sub>2</sub>E

Heavy, juicy, unapologetic.

PFCs

Hydrofluorocarbons

Limited-time of



Carbon Dioxide

NEW!

£110/  
**260.04** KGCO<sub>2</sub>E



**NO.1  
BRITISH VENISON RACK**

歡迎光臨!!!

Perfluorocarbons



**FREE RANGE PORK  
BELLY SLICES**  
£7.00/  
**16.548** KGCO<sub>2</sub>E

Methane



H<sub>2</sub>O

Nitrous Oxide

Swallow the future



**NO.1 WAGYU BEEF PIE**  
£40.00/  
**94.56** KGCO<sub>2</sub>E



Sulfur Hexafluoride



Ozone

**SALE!**  
**PORK, CHICKEN & HAM PIE**  
£23.00/  
**54.37** KGCO<sub>2</sub>E



CH<sub>4</sub>

CARBON SMART TIP:  
CLUB MEMBERS EARN  
TRIPLE POINTS ON ANY  
CUT OF RED MEAT THAT  
EXCEEDS 2.0kg CO<sub>2</sub>e.  
EAT RESPONSIBLY  
(FOR OUR PROFIT).

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# Carbon Market

Meat

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IN STORE-COUPON

80% LESS CARBON

swap beef for chicken

One 150 g beef burger patty is approximately 9 kg CO<sub>2</sub>e - that's similar to driving 40 to 50 km in a petrol car



STORE COUPON • POULTRY FOODS

EXCLUSIVELY AT 60 KG CO<sub>2</sub>E PER KG

beet special!

DELICIOUS!

60 kg

TAKE THIS COUPON TO YOUR SUPERMARKET



STORE USE ONLY • EXPIRES 5-5-50 • IN STORE USE ONLY • EXPIRES 5-5-50 • IN STORE USE ONLY • EXPIRES 5-5-50

35KG CO<sub>2</sub>E

Freezer Saver Pack

Estimates based on global averages indicate 18 kg CO<sub>2</sub>e/kg prawns. While one purchase doesn't change the system alone - seeing the numbers can help explain why food systems matter.

35KG CO<sub>2</sub>E

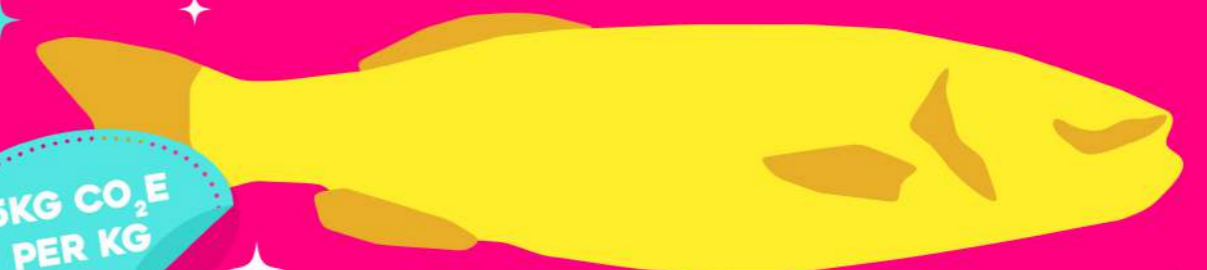


CATCH OF THE DAY

FAMILY FEAST WITH 4 PORTIONS AND ONLY 3-4 KG CO<sub>2</sub>E

5KG CO<sub>2</sub>E PER KG

CATCH OF THE DAY



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# Carbon Market



MIXED WILD MUSHROOMS

0.4158 £5.40/  
KGCO<sub>2</sub>E

vegetables

Perfluorocarbons



PINK ONIONS FROM BRITTANY

£4.75/  
0.3657  
KGCO<sub>2</sub>E

Carbon Dioxide



ROMANESCO CAULIFLOWER

£4.00/  
0.308  
KGCO<sub>2</sub>E

Nitrous Oxide



FAIRTRADE BANANAS  
£0.20/  
0.0154 KGCO<sub>2</sub>E



LARGE FENNEL

£3.95/  
0.3041 KGCO<sub>2</sub>E

Ozone



MARINDA TOMATOES

£6.00/  
0.462  
KGCO<sub>2</sub>E

Sulfur Hex



EXTRA LARGE PAPAYA  
£4.35/  
0.3349 KGCO<sub>2</sub>E



EXTRA LARGE WATERMELON

£4.50/  
0.3465 KGCO<sub>2</sub>E

Water Vapor

Hydrofluorocarbons



FRESH FRUIT KEBABS

£13.00/  
1.00 KGCO<sub>2</sub>E

SF<sub>6</sub>



BERRY MEDLEY

£16.00/  
1.232  
KGCO<sub>2</sub>E



BLOOD ORANGES  
£3.95/  
0.3041 KGCO<sub>2</sub>E



STRAWBERRIES

£4.50/  
0.3465 KGCO<sub>2</sub>E



DRAGON FRUIT

£4.00/  
0.308 KGCO<sub>2</sub>E



いっしょに食べよう

MIXED FRUIT SALAD

£15.00/  
1.155  
KGCO<sub>2</sub>E

Methane



LEAFY CLEMENTINES

£3.95/  
0.3041 KGCO<sub>2</sub>E

HFCS

WARNING: LOCAL VEGETABLES BELOW 0.3kgCO<sub>2</sub>e ARE INELIGIBLE FOR MEMBER POINTS. PLEASE SELECT AIR-FREIGHTED VARIETIES TO ACTIVATE REWARDS.

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# Carbon Market

vegetables

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0.3KG CO<sub>2</sub>E

0.3KG CO<sub>2</sub>E

**POTATO PARTY PACK**

EXCLUSIVE

0.3 KG CO<sub>2</sub>E PER KG

TAKE THIS COUPON TO YOUR SUPERMARKET!

Eat guilt free with our limited time offers! Meanwhile, don't worry about the 270,000 tonnes of food waste generated by major UK supermarkets each year.

1KG CO<sub>2</sub>E ONLY

**FAMILY BUNDLE**

*broccoli that feeds all four*

WOW!

IN STORE-COUPON

**Carrot Value Pack**

Spend

0.3 KG CO<sub>2</sub>E

OMG!

\*AMOUNT PER KG

VALID IN YOUR LOCAL SUPERMARKET

IN STORE USE ONLY

EXPIRES 5-5-50

WOW!

OMG!

**SAVE 60%**

Fresh seasonal vegetables have 30-60% less carbon impact than processed or dried vegetables

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# Carbon Market

**NEW!**  
**NO.1 WAGYU BEEF PIE**  
 £40.00/  
**94.56** KGCO<sub>2</sub>E

**NEW!**  
**PASTRADO BANANAS**  
 £0.20/  
**0.0154** KGCO<sub>2</sub>E

Sulfur Hexafluoride

**NEW!**  
**BRITISH VENISON RACK**  
 £110/  
**260.04** KGCO<sub>2</sub>E

Water Vapo

**NO.1**  
**BRITISH VENISON RACK**

**Thank You!**

Hydrofluorocarbons

**SALE!**  
 £23.00/  
**54.37** KGCO<sub>2</sub>E  
**PORK, CHICKEN & HAM PIE**

**24**  
 HOURS

Perfluorocarb

**135 EAST HYOGO JAPANESE DRY GIN**  
 £36.5/  
**4.928** KGCO<sub>2</sub>E

Craving for a sip?

**COCA-COLA ZERO SUGAR**  
 £1.137 £2.55/  
**1.137** KGCO<sub>2</sub>E

Methane

**NYETIMBER CLASSIC CUVÉE**  
 £43/  
**5.805** KGCO<sub>2</sub>E

Ozone

**MARINDA TOMATOES**  
 £6.00/  
**0.462** KGCO<sub>2</sub>E

Limited-time offer!

**SHLOER WHITE GRAPE & ELDERFLOWER SPARKLING JUICE DRINK**  
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**1.316** KGCO<sub>2</sub>E

Nitrous Oxide

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**1.232** KGCO<sub>2</sub>E

Carbon Dioxide

**BLOOD ORANGES**  
 £3.95/  
**0.3041** KGCO<sub>2</sub>E

**FREE RANGE PORK BELLY SLICES**  
 £7.00/  
**16.548** KGCO<sub>2</sub>E

CARBON SMART TIP: DON'T LET SUSTAINABILITY HOLD YOU BACK. WE STRONGLY RECOMMEND HEAVILY PACKAGED MEATS OVER LOW-MARGIN GREENS. HEAVIER IS HAUTER. SHOP RESPONSIBLY

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EXPIRES 5-5-50

OMG!

WOW!

# SAVE 60%

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EXCLUSIVELY AT 60 KG CO<sub>2</sub>E PER KG

DELICIOUS!

60 kg

TAKE THIS COUPON TO YOUR SUPERMARKET

5KG CO<sub>2</sub>E

5KG CO<sub>2</sub>E

ONLY 5KG CO<sub>2</sub>E

EXCLUSIVELY ON THE PURCHASE OF TWO BOTTLES OF WINE!

OMG!

5KG CO<sub>2</sub>E

5KG CO<sub>2</sub>E

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