1. *“I think it’s about making sure that the retailers fully understand the aims of Change4Life and the change programme....it’s about having clear aims and objectives.”* (B4; member of Department of Health strategic leadership team)
2. *“I guess it might have helped if somebody said ‘well this is why we’re doing it, we want more people to eat more fruit and veg’. And I guess at least then you know exactly what the reason is that you’re doing it.”* (A79; roll-out store retailer; urban, deprived area with good existing access to fresh fruit & vegetables)
3. *“I just think there was maybe a lack of communication about...you know, I’d get an email now and then, but it was rubbish.”* (B3; symbol group store chain manager)