

Things we see in retail & loyalty



JAPAN



7-Eleven launches AI human technology kiosk for unmanned convenience stores

DeepBrain AI, a company specializing in real-time conversational AI Humans, successfully launched 7-Eleven's **AI Kiosk** in 2021. A subsidiary of Lotte Group, 7-Eleven's AI Kiosk includes AI Human technology and additional innovative technologies for use in unmanned convenience stores. The **"AI Clerk"** provides promotional information including discounts and newly stocked items, as well as background on the company and technology. With AI Kiosks, the 7-Eleven staff can increase productivity and focus on essential and timely tasks while shoppers are getting important information quickly upon entering the stores. Source: retailinasia.com

NETHERLANDS



Albert Heijn makes major step towards circular packaging

Leading Dutch retailer **Albert Heijn** is the first supermarket in the Netherlands to start closed-loop packaging of its plastic fruit packaging. By reusing PET from household waste for new plastic containers, the plastic will be given a second life. This is part of the retailer's goal of increasing its use of recycled PET to at least 50% by 2025. Source: ah.nl



TAIWAN



PX Mart shoppers "Find their Power" with new Micropopz program

Following the success of PX Mart's first instant loyalty campaign in 2020, the retail giant has teamed up with Marvel to help shoppers to eat healthier, exercise more, and improve their immune systems. The Marvel **"Find Your Power"** campaign offers shoppers one free Micropopz flowpack with every \$NT400. But if they spend an additional \$NT10 they get 1 additional pack free. The retailer has added additional competition incentives and Augmented Reality, allowing shoppers to become part of an immersive shopping experience where Marvel Heroes come to life in an app when floor stickers are scanned. Source: BrandLoyalty



UK



Amazon officially becomes a supermarket

The British Competition and Markets Authority (CMA) has officially labelled **Amazon** a supermarket, to help to prevent unfair trade practices. Amazon was strongly opposed to the possible recognition beforehand. The company have called it a "horrible precedent". Source: Retail Detail

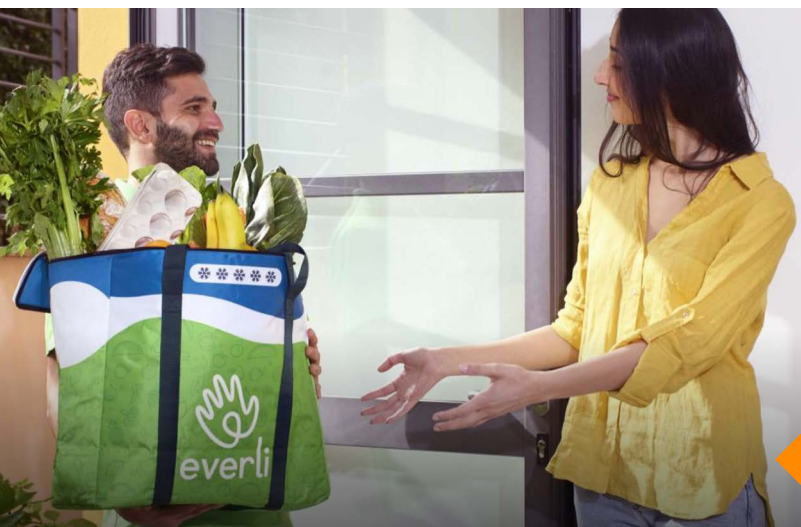
MIDDLE EAST

SuperValu
Real Food. Real People

Irish retailer signs deal to bring SuperValu to the Middle East

Leading Irish retailer **Musgraves** has partnered with **Choitrams**, a leading retailer in the United Arab Emirates to bring the **SuperValu** experience to the Middle East. Shoppers at Choitrams' 40 stores in the UEA will soon start seeing more than 500 products from SuperValu, including some of the retailer's own ranges. The new partnership is the latest of Musgrave's expansion eastwards, after the retailer announced last year that 250 SuperValu products were available across the UAE on **Noon Grocery**, the Middle East's largest online grocery marketplace.

Source: corkbeo.ie



FRANCE

Carrefour

Carrefour and Everli launch same-day service in 10 French cities

Following the announcement of the partnership between **Everli**, the home delivery service, and **Carrefour**, the new delivery service has officially launched in 10 French cities. Hypermarkets and supermarkets offer shoppers access to 25,000 products that can be delivered the same day. New customers receive free delivery and a 40 Euro discount on their first four orders of 60 Euros and above. Source: Retail Detail

ITALY

nutella

Nutella manufacturer launches its own webshop

Following an increase in net profits in the last financial year, **Ferrero**, known for manufacturing Nutella, has announced it will take over the online sales of some of the products by launching its own webshop. As part of Ferrero's omnichannel strategy, ordering from the site will only be possible in Italy, when the webshop will be available in other European countries is currently unknown. Source: Retail Detail

SOUTH AFRICA

SPAR

SPAR launches online shopping and delivery service

South Africa-based **SPAR Group** has announced plans to launch "**Spar2U**", an online purchasing and delivery service. The service, which has already been piloted in some stores, will provide online shopping tailored to its business model, offering shoppers both groceries and alcohol. Source: retailinsight.ascentialedge.com

AUSTRALIA

KFC

KFC pilots drone-delivery service in Queensland

KFC has enlisted drone delivery company, **Wing**, to deliver its famous chicken. Since 2019, Wing has successfully been delivering products of up to 1.5kg, such as coffee, hardware, and pharmacy items, in the Canberra and Logan regions. Wing has seen popularity for its drone delivery service rocket since the start of the pandemic.

Source: Retail News Asia



SPAIN



Carrefour Ocasión opens its first store in Spain

Carrefour and **Cash Converters** have launched the first **Carrefour Ocasión** store in Spain, a partnership that aims to promote the circular economy and the reduction of carbon dioxide emissions through the sale of second-hand products. The first store, in Madrid, sells and buys second-hand products, such as electronics, jewelry, watches, sports equipment, baby and DIY products, all with a two-year guarantee. Source: revistainforetail.com

HUNGARY



Spar Hungary introduces Spiegelau to shoppers

Shopper at Spar Hungary are now able to collect for a range of Spiegelau glassware in 450 stores across the country. Source: BrandLoyalty

THE NETHERLANDS, CROATIA, SLOVENIA

Zwilling Fresh & Save making waves across Europe

Zwilling Fresh & Save is proving popular with retailers and shoppers across Europe. The range is currently available at **Coop** in The Netherlands, **Mercator** in Slovenia, and **Kaufland** in Croatia. The Zwilling Fresh & Save range includes storage boxes which can be sealed with a hand pump and help to reduce food waste and help shoppers to become more sustainable. Source: BrandLoyalty



Chop, Blend, Eat Repeat
Meal prep made easy!

SHOP
Get one SPAR sticker with every R100 you spend in-store

COLLECT
Fill your collector card with 10 stickers

SAVE
UP TO 85%
on RoyalVKB Stainless Steel Knives

royalvkb

Get your collector card today!

SPAR

Promotion valid from 21 February to 13 June 2022

SOUTH AFRICA



RoyalVKB makes another return to Spar EC

Shoppers at **Spar Eastern Cape** (EC), in South Africa can once again collect for **RoyalVKB** products following two previous successful campaigns with the brand. This time, shoppers can collect a range of knives and an exclusive NurtriBullet. Source: BrandLoyalty

GERMANY



REWE Group buys shares in SK Gaming

Following a collaboration with **SK Gaming** in 2021, **REWE** has become a shareholder in the esports organization, joining Deutsche Telekom, Mercedes-Benz and FC Köln in the ownership group. Esports is growing dynamically and is looking to gain more followers, particularly with the younger generations, in the coming years. Source: known by the editor

UK



Tesco and Asda to double shelf life of fruit

Tesco and Asda are set to trial a plant-based protection that keeps fruit fresh for up to twice as long, extending their shelf life and reducing food waste. The product, **Apeel**, is made from the same materials found in peels, seeds and pulp and its aim is to slow down fresh fruits and vegetables rates of spoilage, keeping fruits and vegetables fresher for longer – reducing food waste between the supplier and store, as well as for shoppers. Additionally, Apeel could help reduce plastic packaging. Source: grocerygazette.co.uk

AUSTRALIA



Aldi is testing pizza robots in Sydney

The **Aldi Corner Store** in Sydney, which opened last year, has one more attraction. In collaboration with startup Placer Robotics, the discounter has installed “**Pizzabot**” – a robotic vending machine that offers gourmet pizzas in minutes. The pizza offer by robot is primarily aimed at shoppers who are in a hurry during their lunch break. Source: lebensmittelzeitung.net



FRANCE



Carrefour pioneering suppliers' carbon emission reduction

In line with its commitment of carbon neutrality, **Carrefour** is engaging its suppliers, that are part of the Food Transition Pact, to reduce 20 megatons of CO² emissions by 2030. The reduction, linked to the production and use of products per year, will be tracked through a collaborative online platform, co-developed with PepsiCo and more than twenty of Carrefour's international suppliers.

Source: carrefour.com

BULGARIA



Kaufland catches kids' imaginations with Fixeez

Kaufland and BrandLoyalty has co-created a range of reusable fabric stickers – **Fixeez**. The range includes a great mix of emojis, environmental signs, and local heroes of Kaufland. Source: BrandLoyalty



BRAND OF THE MONTH – GREEN RAY

GREEN RAY

Green Ray the new sustainable brand of durable homeware products that are easy on the planet.

Introducing BrandLoyalty's new sustainable brand: Green Ray. We are aware that we have a short window of opportunity to rebuild our world for the better and therefore as part of our solution, is a new sustainable brand Green Ray. Just one of the ways in which we are fully committed to driving the change that can positively shape the future.

Green Ray was born with the belief that today's products must form part of the solution to the climate crisis, not add to it. Green Ray is 100% committed to preserving green horizons and a wholesome planet for future generations; we've made it our responsibility to reduce the carbon impact of homewares.

We at Green Ray believe that to preserve our planet, we need products that work just as hard for the planet as they do for the home. We invited manufacturers, circular material innovators, carbon experts as well as environmental organizations to sit all together at the same table. Because only a deep understanding of how each element interacts and impacts the other parts can allow us to minimize the environmental footprint and deliver only the best, mindful, and durable products.



Scan the QR code for more information.



BrandLoyalty

For more information, please connect to your BrandLoyalty contact person.

Happy people,
better business