

THINGS WE SEE IN RETAIL & LOYALTY



SINGAPORE

Grab

Grab trialling 'robot runner' delivery service

To help save time on restaurant order deliveries within shopping malls, **Grab** Singapore is to pilot a robot runner service. Expected to save approximately 15 minutes of navigating and collecting per order, the robot runners will consolidate orders across multiple merchants

before passing them on to delivery partners at a central collection point for last-mile delivery. The innovative trial using technology to manage logistics workflow will also help minimise human-to-human contact. Source: insideretail.asia

UK

Morrisons launches new app and loyalty scheme

To eliminate the process of saving reward points in exchange for vouchers, UK retailer Morrisons has launched a new app and digital loyalty scheme. The **My Morrisons: Make Good Things Happen** instant-rewards scheme lets shoppers immediately redeem their rewards and save money off their shop using the brand new My Morrisons app. Other features on the app include Morrisons.com, Food Boxes, and the Morrisons Cafe Takeaway menu. This new reward scheme means shoppers benefit from instant offers every time they shop at Morrisons.

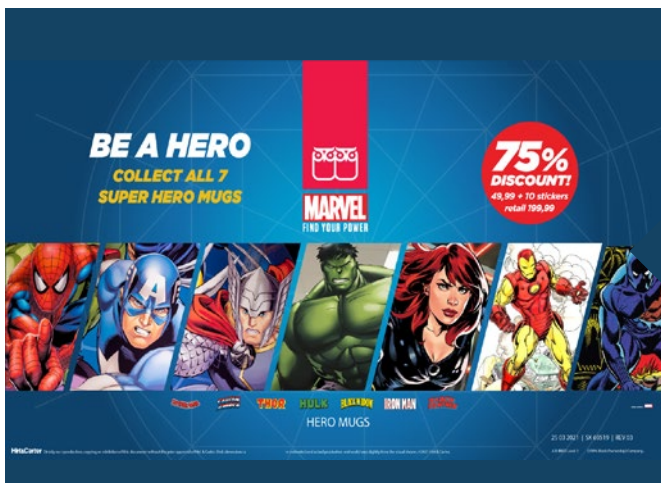
Source: esmmagazine.com

INDONESIA

eCommerce unicorn Gojek invests in local hypermarket operator

Indonesia's most valuable start-up, **Gojek**, has invested in **Matahari Putra Prima**, a hypermarket operator affiliated with one of the country's biggest conglomerates. Known for its super-app that offers ride-hailing alongside other services, Gojek has acquired 4.76% of the brick-and-mortar retail business. Having already cornered Indonesia's online retail segment with an impending merger with **Tokopedia**, this announcement has the potential to turn Gojek into a major offline retail player too.

Source: asia.nikkei.com



SOUTH AFRICA

FOOD LOVER'S MARKET

Be a Hero! New Marvel mugs programme in South Africa

Food Lover's Market has joined forces with BrandLoyalty to launch its first **Marvel mugs** programme. To generate buzz for the campaign, the launch took place in cinemas where audiences were shown the Black Widow trailer and the Spider-Man movie, with both characters featuring in the Marvel mugs campaign. Training was also delivered to store managers across the country to ensure a smooth and successful rollout of the campaign.

Source: BrandLoyalty

SLOVAKIA

BILLA

Collect vivo glassware at Billa supermarkets in Slovakia

BrandLoyalty has teamed up with the **Billa** retail network in Slovakia for the eighth time in five years to offer shoppers a new campaign-based loyalty programme. Once they have collected enough stamps, they can redeem them for double-walled **vivo | Villeroy & Boch** glassware. Source: BrandLoyalty



GLOBAL

Carrefour

Carrefour International Partnership signs a new partnership with Nordic Coops

Carrefour International Partnership and **Nordic Coops** have joined forces to allow Nordic Coops members in Finland, Denmark, Norway, and Sweden to purchase Carrefour food and non-food private labels. The agreement will allow Nordic Coop to offer more, new, better, and competitive products including Carrefour's French, Italian, and Spanish food private labels, and also develop common synergies for private label manufacturing. Source: carrefour.com

US

pepsi

Pepsi builds virtual restaurant where diners' pair orders with their favourite cola

Pepsi has launched a new national campaign to help consumers match their favourite cola with a suitable meal. The **'Better with Pepsi'** campaign lets thirsty consumers visit PepsPlaceRestaurant.com or a participating food delivery service to create a choose-your-own-adventure style meal based on their favourite Pepsi flavour and have it delivered to their home. Source: adage.com

USA

gopuff

Gopuff enters UK's rapid delivery market with acquisition of Fancy

US-based **GoPuff** is expanding into international markets for the first time with the acquisition of **Fancy**, the UK-based on-demand delivery app. Fancy lets shoppers in student-heavy cities order groceries and convenience items for delivery within 30 minutes, which is similar to Gopuff's offering to 650 cities in the US. The move unites Fancy's end-to-end supply chain with Gopuff's technology and expertise to meet the incredible growth in the on-demand grocery delivery sector over the past year.

Source: businesswire.com

RUSSIA

MERE

Russian discount retailer Mere to expand into Belgium

2021 is set to be a big year of expansion for **Mere**, the low-end Russian retailer. Its expansion plans across Western Europe include 10 supermarkets in Belgium, with further store openings due for France, Italy, the UK, and Austria. Already one of the largest discounters on the Eastern European market with 2,000 stores in nine countries, the expansion into Western Europe will see Mere challenge Aldi and Lidl by offering customers prices around 20% lower than usual at hard discounters. Source: retaildetail.eu

SLOVENIA

OMV

Slovenia joins EURO 2020 championship with loyalty programme

Although they didn't qualify for EURO 2020, Slovenia will still be taking part in the UEFA European Football Championships via BrandLoyalty's national football loyalty programme with **OMV** petrol stations. Source: BrandLoyalty

EKSKLUZIVNE
NOGOMETNE ŽOG
ZA VAŠE PRVENSTVO



Picnic wants to conquer France city by city

Following a limited test launch under the name **TocToc**, the Dutch online supermarket **Picnic** is set to officially launch in France. The phased rollout will happen city-by-city beginning in Valenciennes where shoppers can register on the French app to arrange the delivery of local products to their homes. Picnic currently has about 20 delivery staff and 10 electric delivery vans in France and plans to expand this to 50 staff and 30 vans by the end of the year.

Source: retaildetail.eu

UK

Sainsbury's

Sainsbury's launches Carluccio's store-in-store trial

Sainsbury's shoppers will soon be able to enjoy **Carluccio's** casual-dining at their local Sainsbury's in what is the brand's first foray into supermarket retail partnerships. The Caffè Carluccio's will offer shoppers eat-in and takeaway options, as well as a retail offering including Carluccio's chocolates, biscuits, and ground coffee.

Source: retail-week.com

US

HAC, Inc.

HAC expand AI-powered loyalty arrangement with AppCard

Oklahoma-based grocery chain **HAC** is expanding its relationship with technology company **AppCard** to offer AI-powered loyalty solutions across their entire 80-store operation. The AppCard arrangement will enhance the shopper experience by enabling HAC to leverage shopper analytics and insights ultimately leading to the most cost-effective and impactful programmes to retain and grow the shopper base.

Source: supermarketnews.com

USA

Walmart ✨

Walmart cooks up family healthy eating experience with Partnership for a Healthier America

Walmart and **Partnership for a Healthier America** (PHA) are coming together to show kids that healthy food can be fun. The US retailer is collaborating with PHA and Higher Ground Productions to offer shoppers an interactive culinary adventure experience based on the Netflix show *The Hidden World of Waffles + Mochi*. As well as inspiring families to cook fresh, healthy food at home, playing the game generates a donation from Walmart to the **PHA Pass the Love campaign** to help feed food-insecure families across the states. Source: corporate.walmart.com



AUSTRIA

BILLA

Tupperware storage boxes returning to Billa and Billa Plus supermarkets in Austria

BrandLoyalty is teaming up again with Austrian supermarket chain **Billa** and **Billa Plus** (formerly known as Merkur) with a range of Tupperware storage boxes. Source: BrandLoyalty



US



Kroger announces a new partnership programme for growers and producers

American growers and producers can apply for the chance to work with **Kroger**, as part of its **Go Fresh & Local Supplier Accelerator** partnership programme. The new scheme, sponsored by Gourmet Foods International, will help Kroger discover new local and regional suppliers of deli, bakery, meat, produce, seafood, dairy, floral, and speciality cheeses. The initiative is part of Kroger's continued expansion and commitment to bring fresh to everyone. Source: ir.kroger.com



JAPAN



Zwilling Sense L Knives launches at Ito-Yokado

BrandLoyalty Japan has launched a programme with **Zwilling Sense L knives** at **Ito-Yokado**, which operates general supermarkets mainly in Tokyo regions. To help promote the Zwilling kitchenware range, an eye-catching in-store display with a chalkboard design features the stick-blender, stick-blender accessories, and pressure cooker.

Source: BrandLoyalty

SERBIA



RoyalVKB dry storage range is back in Delhaize Serbia

Following a hugely successful campaign in 2017, **RoyalVKB's** dry storage range has returned to **Delhaize** supermarkets in Serbia. The current promotion comes at a time when awareness of RoyalVKB products is relatively high in the Serbian market following another successful RoyalVKB / BrandLoyalty collaboration which focused on knives product range.

Source: BrandLoyalty



RUSSIA



Magnit to acquire DIXY retail chain with 2,651 stores across Russia

One of Russia's leading retailers, **Magnit**, is set to acquire the **DIXY** retail chain, which operates 2,612 DIXY convenience stores and 39 Megamart superstores in Moscow, St. Petersburg and other cities across Russia.

Source: magnit.com

US



Southeastern Grocers enhances loyalty programme with 'rewards boosters'

Florida-based **Southeastern Grocers** (SEG) has enhanced its highly rated rewards loyalty programme with 'rewards boosters'. The new digital feature offers shoppers the chance to earn personalised savings through game-style challenges. To earn more rewards toward savings on the products they buy most, shoppers simply activate the offer within the store's mobile app, complete the offer challenge, and then receive the reward. Source: supermarketnews.com

THE NETHERLANDS



Jumbo test shelf cameras to spot empty shelves

Jumbo is testing what could be the future of retail stock management: shelf cameras. Designed to give real-time insight into stock levels, the cameras let management monitor empty shelves so that they can be quickly replenished to help improve customer satisfaction. Jumbo has emphasised that the camera shelf pilot does not take pictures of shoppers. The cameras are positioned opposite each other, so they only record images of the shelf, to help guarantee shopper privacy.

Source: distrifood.nl



UK



Tesco tests one-hour delivery with Whoosh

Tesco has introduced a trial one-hour delivery service called **Whoosh**. Orders are placed online or using the Tesco app, and then delivered by car, moped, or bike from a local Tesco Express store. The delivery fee is £5 for orders over £15 and £7 for orders under £15. It is the supermarket's first foray into quick delivery service since a brief trial of Tesco Now in 2017.

Source: retailtechinnovationhub.com

PORTUGAL



Sonae and Sensei open 'the store of the future' in Lisbon

Lisbon-based startup **Sensei** and Portuguese retailer **Sonae** have announced the first autonomous store that will rethink the shopping experience. Having downloaded the **Continente Labs app**, shoppers receive a QR code that lets them enter the store, choose their items, and receive a digital receipt on the app.

Source: retailtechinnovationhub.com

GERMANY



Just Eat Takeaway announces supermarket delivery in Germany

Europe's largest food ordering and delivery company, **Just Eat Takeaway.com**, is to launch a supermarket delivery service in Germany, via its **Lieferando** service, which can be found in 50 German cities. In a statement, Lieferando said it will run the grocery business at gross profit neutral and that Takeaway intends to sacrifice profitability to win market share in 2021. Source: reuters.com



USA



Target launches 'Good & Gather plant-based' label

Target is adding more plant-based products to its number one food and beverage owned brand, **Good & Gather**. The new assortment of more than 30 plant-based creations, including non-dairy chocolate-flavoured mousse dip, crispy chick'n tenders and savoury buffalo-style cauliflower wings, has been designed to meet the growing customer demand for plant-based offerings so they can 'discover the joy of food every day.' Source: corporate.target.com

US



Gorillas on-demand grocery delivery to launch in America

Having recently become Europe's fastest unicorn ever the on-demand rapid delivery service **Gorillas** has launched in the US. The delivery start-up launched in New York using networks of micro-fulfilment centres to allow shoppers to choose from over 2,000 essential items, which can be delivered to their homes within 10-15 minutes for a fee of USD 1.80. With more than half of US consumers expected to buy groceries online by next year, Gorilla plans to roll out to other US cities following the New York launch. Source: chainstoreage.com

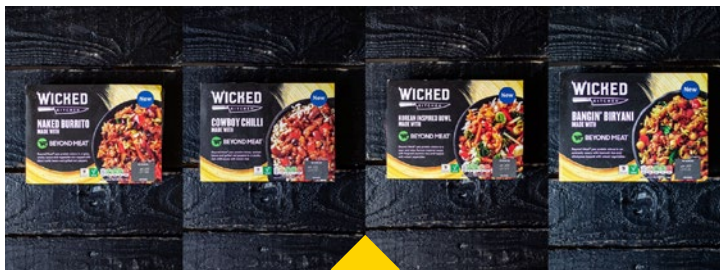
CANADA



IGA introduce sustainable storage container loyalty programme

Canadian supermarket **IGA** is celebrating sustainability this spring/summer season with a new shopper loyalty promotion to help reduce food waste. Shoppers will be rewarded with IGA stamps on the IGA app that they can redeem for a range of seven **RoyalVKB** glass storage products. The campaign also includes a collaboration with **Fonds Éco**, who IGA works with to finance sustainable development in Quebec communities, to offer customers a set of three reusable snack bags made from recycled material. Source: BrandLoyalty





UK



New ready meal range from Tesco and plant-based meat brand Beyond Meat

Tesco's plant-based **Wicked Kitchen** is expanding its range by partnering with **Beyond Meat** to offer shoppers a new line of plant-based frozen ready meals. Known for restaurant-quality vegan food, this is Beyond Meat's first collaboration with another food manufacturer in the UK. The new plant-based range of meat-free, protein-packed dishes from across the globe is part of Tesco's pledge to expand its plant-based meat-free offering by 300% by 2025. Source: tescoplc.com

US



Google to open first retail store

Having previously launched pop-up shops to promote new product releases, Google is to open its first physical retail store. Described as "a space where shoppers can experience our hardware and services in a helpful way", the Google store is expected to open this summer alongside Google's New York office. Shoppers will be able to purchase Fitbit wearables, Pixel phones, Pixelbooks, and Nest smart home equipment. Source: cnbc.com



US



Circle K introduces beverage subscription programme

Shoppers at the American convenience store chain Circle K can now enjoy one tea, coffee, Froster slushy, or Polar Pop fountain drink every day for just \$5.99 a month. The '**Sip & Save**' beverage subscription programme is designed to boost shopper loyalty and encourage shoppers to frequent its stores for self-serve beverages, following a time of decreased footfall during the coronavirus pandemic. **Burger King** and **Panera Bread** have previously introduced similar drinks programmes. Source: cnbc.com

FINLAND



Kesko to make beer and bread from waste bread

Finnish retailer **Kesko** has announced an innovative new project to help further reduce food waste. The new circular economy project will see Kesko workers from Lahti, bakers from Pulla-Pojat bakery, and brewers from Teerenpeli brewery produce new bread and beer from K-stores' bread waste. Ten cents from each beer sold will go to the Vesijärvi Foundation. The K-Group's active measures to reduce food waste saw a record decrease of more than 1.3 million kilograms in 2020.

Source: esmmagazine.com

GERMANY



Love Nature and Kaufland offer a sustainable shopping alternative

Kaufland and the Henkel Love Nature brand have teamed up to help shoppers save plastic packaging when they buy detergents and dishwashing detergents. Initially available in select stores across Germany, the **Love Nature** stations will let shoppers refill bottles that they have purchased with plant-based, vegan detergents. The initiative is the next step in Kaufland's mission to make their range more sustainable and promote environmentally friendly solutions. Source: unternehmen.kaufland.de

SPAIN



The Swiss group Coop purchases Catalan distribution company GM Food

Transgourmet, the wholesale subsidiary of the cooperative giant Swiss group Coop, has acquired the Catalan distribution company **GM Food**. The deal marks Transgourmet's entry into Spain and reinforces the company's position as a leading force in the European market for wholesale distribution and self-service. Source: expansion.com

THE NETHERLANDS



Things we see | Studio session with Aljan de Boer

Following the success of the first edition of Things we see | Studio sessions with Magnus Lindkvist, we're pleased to announce that we have held a second session. On 25th May, Gen-Z expert Aljan de Boer joined us in the studio to discuss "How Gen-Z defines the meaningful life" and the future generation of shoppers and employees. If you missed the live event but still want to be inspired, the session is now available on-demand. Source: BrandLoyalty

