

Things we see in retail & loyalty



USA

Wakefern
FOOD CORP.®

Wakefern to pilot shelf-scanning robot

Wakefern Food Corp., the largest grocery retail cooperative, in the US, will test the Tally shelf-scanning robot from Simbe Robotics to enable autonomous inventory management. Wakefern will deploy Tally at selected stores throughout its trading area. Tally will roam the aisles at Wakefern stores to scan thousands of products on shelves, covering the entire floor up to three times a day. Source: supermarketnews.com

THE NETHERLANDS



Albert Heijn tests smart dispensers

Albert Heijn is stepping up the fight against disposable packaging with the introduction of a packaging-free range across more than 50 large stores. Customers can fill a reusable bag or jar with a range of 70 products including cereal, pasta, nuts, or tea. The innovation fits in with Albert Heijn's ambition to cut its packaging material by twenty million kilos by 2025. Source: Retaildetail.nl



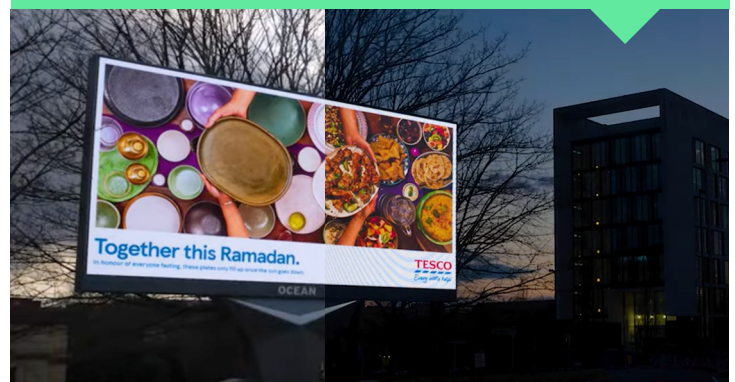
UK

TESCO

Tesco billboards honor Ramadan

To mark the month of Ramadan – when Muslims refrain from eating and drinking between dawn and dusk – British supermarket **Tesco** has turned to dynamic billboards. During the day, screens show four hands and many empty plates and platters. Once the sun sets, food appears on the plates. The billboards all face eastwards, with the sun setting in the background, to accentuate the day-to-night transition.

Source: trendwatching.com



HONG HONG

wing on 永安百貨
Founded 1907

1st sustainable Tucano campaign in APAC!

Wing On department stores in Hong Kong, has launched the first sustainable luggage campaign with Tucano. The program is part of a 20-year long relationship between the retailer and BrandLoyalty, and utilizes FSC paper for the marketing materials, and recycled display stands in stores. Source: BrandLoyalty.com

[Learn more](#)


Jumbo installs fast charging stations at shops and restaurants

Jumbo will start installing fast chargers at most of its supermarkets and restaurants in the Netherlands and Belgium this year. Shoppers will then be able to combine a visit to a store or restaurant with charging their electric car. The charging time is equal to the average time customers spend in a Jumbo supermarket, so the car is charged after you've done the shopping. Jumbo will also link the fast chargers to its loyalty program, meaning customers save Jumbo Extras points while charging. They can exchange these points for discounts on groceries, subscriptions, and days out. Source: retaildetail.nl



AUSTRALIA



Woolworths launches compostable produce bags

Woolworths has unveiled locally made compostable fruit and vegetable bags across its stores in South Australia. The retailer believes the switch can help divert 70 tons of plastic waste from landfills each year. The retailer is also working to make 100% of its own-brand packaging recyclable, reusable and compostable by the end of next year.

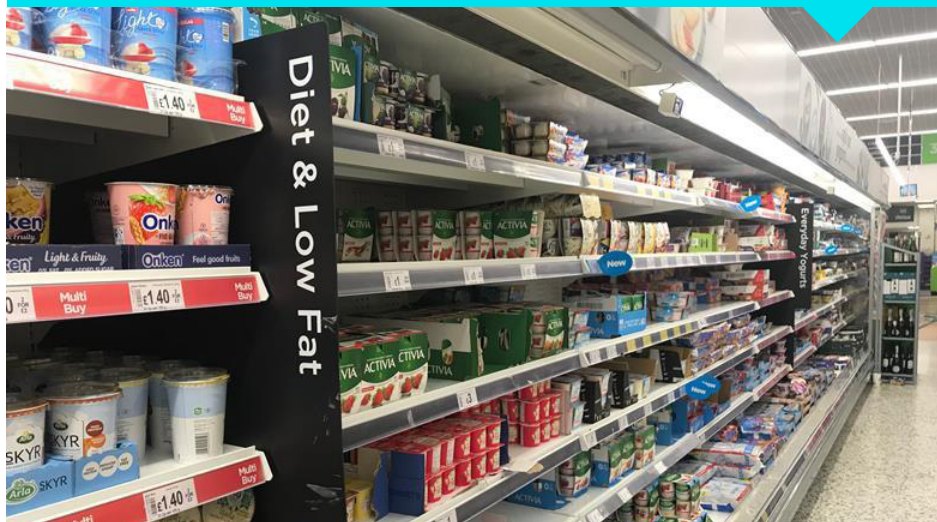
Source: [Insideretail.com/au](https://insideretail.com/au)

UK



Asda rolls out new digital technology to cut in-store food waste

Asda has collaborated with digital experts Whywaste to substantially reduce food waste in stores. The company's digital date-checking technology allows staff to identify products close to their expiry date, so they can be marked down more efficiently before reaching their expiry date. The technology will remove the need for staff to check the products. Instead, they receive information about which products are about to expire via an app. Asda said it hoped this will mean far fewer products being overlooked and going to waste. The supermarket has set a goal of reducing food waste by at least 50% by 2030 as part of the Courtauld Commitment. Source: thegrocer.co.uk



THE NETHERLANDS



SPAR International to enhance personalized loyalty

SPAR International has announced plans to enhance its personalized loyalty and savings capabilities, through a partnership with technology firm Spaaza. It plans to develop a 'powerful personalized loyalty solution that will help to meet the future needs of the different SPAR organizations across the globe', with the group's businesses around the world able to integrate with Spaaza's APIs and develop their own ready-to-go solution.

Source: esmmagazine.com



Albert Heijn, bol.com and Budbee introduce delivery lockers

Albert Heijn, bol.com and **Budbee** are joining forces to offer shoppers the chance to pick up and drop off parcels at more than 700 larger Albert Heijn stores. The “parcel lockers” will provide customers of bol.com and Budbee online stores more flexibility and more sustainable deliveries. Source: nieuws.ah.nl



USA



ALDI USA to eliminate plastic bags by end of 2023

ALDI will become the first major U.S. retailer to commit to eliminating all plastic shopping bags from its stores. It has already removed them from nearly 500 stores and the goal is to phase them out from all 2,200 locations by the end of 2023. ALDI has made a pledge which will remove 4,400 tons of plastic from circulation each year.

Source: corporate.aldi.us

DENMARK



Zwilling Cookware heads to the Nordics with COOP Denmark

In **Coop** stores across Denmark, shoppers have been collecting for Zwilling Cookware. The range includes cooking pots, frying pans, and kitchen must-have items including a wok, casserole dish and grill pan.

Source: www.brandloyalty.com



BELGIUM



BELhaize Local Market highlights 1,600 Belgian producers

Ahold Delhaize wants to highlight the Belgian origin of its range and is therefore organizing a new concept: BELhaize Local Market. In these markets, which are held from April to July, shoppers can discover a selection of the 1,600 local producers that Delhaize works with. The retailer previously highlighted its Belgian producers by temporarily changing its name to BELhaize.

Source: gondola.be

Disney MICKEY AND FRIENDS

Zažijte léto plné zábavy

Sleva až 92 %

Akce trvá od 13. 4. do 29. 6. 2022
Akce 9. 6. do 29.

BILLA

CZECH REPUBLIC

BILLA

Get ready for the summer at Billa Czech Republic!

Shoppers at **Billa** in the Czech Republic are getting ready for summer, by collecting for a range of Disney branded glasses, towels, and beach towels at Billa's 240 stores across the country. With a full leaflet of stamps shoppers can redeem one of the rewards for as little as €1.

Source: www.brandloyalty.com

GERMANY

Uber One

'Uber One' subscription service launches in Germany

Uber is expanding its monthly subscription model beyond North America for the first time, launching its Uber One service in Berlin. By paying a membership fee of €4.99 means that shoppers will not have to pay delivery charges from the Uber Eats food and grocery service and will receive a discount of 5% on orders above €10. The program will be expanded to other cities in Germany after the initial test phase. Source: businessinsider.de



THE NETHERLANDS

deliveroo

Deliveroo delivers for Spar in the Netherlands

Spar is expanding its collaboration with Deliveroo in The Netherlands. The bicycle couriers will deliver groceries to homes in seven cities in the country, supporting Spar's mission to become the 'king of convenience'.

Source: Retaildetail.nl

CROATIA



Kaufland Croatia offers shoppers Spiegelau glassware

Shoppers at **Kaufland** in Croatia can now collect for Spiegelau Capri and Capri Bar products in the retailer's latest loyalty campaign. The program utilizes points from Kaufland's own loyalty card. For every 25kn spent on shopping, shoppers get 1 point. After collecting enough points, they can activate a coupon giving them a high discount on the Spiegelau products.

Source: www.brandloyalty.com

ŽELIŠ ČAŠE ZA CIJELI ŽIVOT?
DOBIJEŠ IH POVOLJNO UZ
KAUFLAND CARD

ŠPIEGELAU
THE GLASS OF GLASS

80%
UŠTEDI DO
UZ KAUFLAND CARD

Kaufland

NEW ZEALAND



Costco makes New Zealand debut

Ahead of the opening of its first warehouse store in the country, **Costco** has opened its first petrol station in New Zealand. Just like in other markets, the retailer is selling petrol as a loss leader, charging around 20 cents a liter less than nearby rival service stations. The petrol station, with 27 self-service pumps, is located opposite the USD100 million Costco Westgate store which is set to open in late August to Costco members. Source: insideretail.com.au



USA



Grocers give back – helping local food banks and those in need.

Food Lion Feeds, **Food Lion's** hunger relief platform, has donated \$1 million to help fund a new location for the Second Harvest Food Bank of Metrolina. Food Lion Feeds has donated more than 900 million meals to those in need since 2014 and plans to donate 1.5 billion meals by 2025. Meanwhile, **Hy-Vee** and its **Dollar Fresh Market** have launched a “Food Bank Fridays” campaign as part of its One Step Initiative to support local food banks across its eight-state market. Shoppers will be invited to make \$1 or \$5 donations, all of which will benefit community food banks, and the grocer will feature a different food bank on its social media channels each Friday during the campaign. Source: progressivegrocer.com



UNITED ARAB EMIRATES



Spinneys joins ‘Food for Life’ initiative to halve food waste by 2030

Spinneys has become the first retailer to partner with the Food for Life program, a UAE initiative to drive nationwide transformation towards healthier diets from sustainable food systems. The initiative supports the UAE's goal to halve food waste by 2030 in line with the National Food Security Strategy 2051, as the country works towards becoming a global leader in sustainable food systems. Source: .arabianbusiness.com



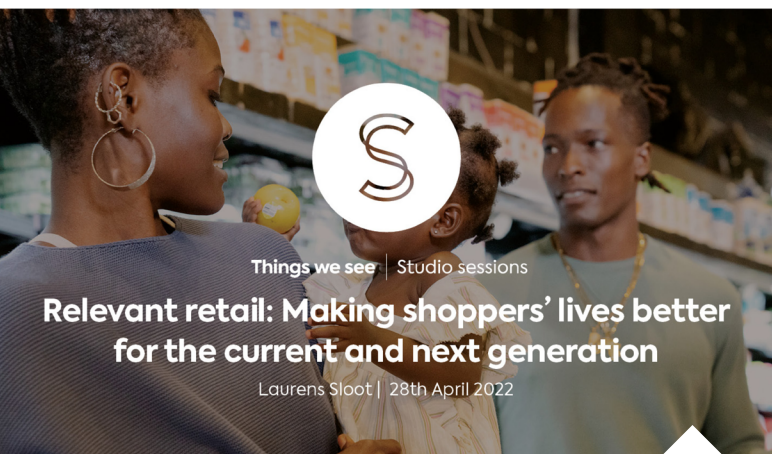
USA



Walmart launches Circular Connector to achieve 100% sustainable packaging by 2025

Walmart has launched Circular Connector, an online tool to bridge the gap between companies searching for more sustainable packaging ideas, and those that offer them. The Circular Connector is now available on WalmartSustainability-Hub.com for all packaging companies that are interested in submitting sustainable packaging solutions.

Source: corporate.walmart.com



Things we see | Studio sessions

Relevant retail: Making shoppers' lives better for the current and next generation

Laurens Sloot | 28th April 2022

THE NETHERLANDS

Watch back the Things we see | Studio Session with Laurens Sloot!

In April, renowned retail expert Laurens Sloot joined the Things we see | Studio sessions, to discuss "Relevant Retail: Making shoppers' lives better for the current and next generation". You can now watch the session on demand to hear about the next retail disruptors, new business models, as well as the impact of innovative online grocery initiatives. Source: BrandLoyalty

Watch back

Sparen Sie für exklusive Messer.
Économisez pour des couteaux exclusifs.



LUXEMBOURG

Esso Luxembourg looks sharp this spring with Royal VKB knives

Shoppers of **Esso** Luxembourg can now collect for a range of Royal VKB knives every time they fill up. For every 10 liters of fuel or every €10 spent in the gas station's shop, entitles the shopper to a stamp. For every 5 stamps collected, shoppers can collect one of the 5 knives, kitchen shears, bamboo knife blocks, or cutting board for a discounted prices of up to 86%! In addition, the retailer has added a QR code to the leaflet, to ask for feedback so it can improve future loyalty initiatives. Source: www.brandloyalty.com

Brand Loyalty

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



USA

Meta

Facebook parent Meta to open first physical retail store

Meta will open its first physical retail store on 9th May in California, allowing consumers to interact with its video calling portal devices and 'smart' Ray-Ban glasses as well as experiencing its 'Quest 2' virtual reality headsets through an immersive experience. Meta has also added a shop tab to its website, making it easier for consumers to shop its products in one place online.

Source: about.fb.com



SINGAPORE

coles

Coles starts selling own-brand lines in Singapore

In a partnership with the country's largest grocery chain, **NTUC FairPrice**, **Coles** own-label and third party-sourced products will now be sold in Singapore. The collaboration will see the launch of more than 140 Coles products at **FairPrice** by this June, with more than 60 already on shelves across various FairPrice stores. The range will include Australian wines, flour, grains, and noodles.

Source: insideretail.com.au

Happy people,
better business