Things we see in retail & loyalty

JAPAN

FamilyMart deploys restocking robots to ease staffing crunch

Japanese convenience store chain **FamilyMart** will take on robots to restock refrigerated beverage shelves, helping to cut branch's workload by about 20%. The robots, developed by Tokyo startup **Telexistence**, will be added to 300 FamilyMart outlets by the end of March 2025 and stationed behind refrigerated cases to replenish drinks. The machines will use image recognition technology to automatically restock products when needed. By essentially eliminating the role of staff from the process, the system is expected to save a store 10 hours' worth of labor costs per day. Source: asia.nikkei.com

UK

Tesco says goodbye to staffed checkouts as it prioritizes self-service in store revamp

The UK's biggest supermarket **Tesco** is removing the majority of manned checkouts from many of its larger stores, as it moves towards a greater focus on self-service. The retailer said it has made the decision following a "lack of customer demand" for manned checkouts. While several staffed checkouts will remain in place, it will see a significant change in store layout which some experts believe will allow Tesco to capitalize on the space left by the tills. Source: retailgazette.co.uk

Discover more of our self-scan solutions

SOUTH AFRICA

Pick n Pay launches lower-price QualiSave brand

South African retail giant Pick n Pay is targeting the middle market with a new range of QualiSave stores, which promise to offer essential items at lower prices. In September, around 40% of Pick n Pay company-owned supermarkets will be converted to QualiSave stores, which will offer essential items at lower prices. The original Pick n Pay stores will then be repositioned to cater for higher-end shoppers.

Source: businessinsider.co.za

AUSTRIA

Billa tests 'vertical farming' in Austria

Food retailer **Billa** is testing 'vertical farming' in Austria, which it claims is a first among food retailers in the country. As part of the pilot, herbs and salads are being grown and harvested in cooperation with Israeli agricultural technology company **Vertical Field** from local seedlings in a shipping container in front of the Billa Plus store in Vienna. Billa is planning to construct a second container for vertical farming later this year. Source: esmmagazine.com

THE NETHERLANDS

Getir opens supermarket in former dark store to meet regulations

Flash delivery service **Getir** has opened a supermarket in Amsterdam. Until recently, the company operated a dark store from the building, that delivered to customers across the city. However, a judge ruled that Getir's activities did not fall under the heading of 'retail trade' and therefore a store needed to be open at the location. Getir is convinced that it can now comply with regulations and that it can remain open. Source: parool.nl

NETHERLANDS

Join the movement against food waste!

In the Netherlands, Lidl and 'Too Good To Go' joined forces to fight food waste together. The goal is to save 73 kilograms of food per household per year.

During the Dutch 'No waste week', Lidl launched a new loyalty campaign where shoppers can collect food storage containers. These containers come with a handy vacuuming function which keeps the food fresh longer, and a 'month and date dial' that helps shoppers remember when the food is stored.

The loyalty campaign raises awareness amongst shoppers on how to minimize food waste and therefore save money. Tapping into shoppers' needs, the campaign combines environmental concerns with cost savings.

More about this movement

BRAZIL

Loylogic and Nescafé Dolce Gusto enter Latin America with New CLUB Rewards Program

Loylogic and **Nescafé Dolce Gusto** have announced the launch of the CLUB rewards program in Brazil – a move which signals the partnership's expanding global footprint and marks Loylogic's entrance into the Latin American market. The program works by allowing Nescafé Dolce Gusto consumers to effortlessly scan their purchase of coffee capsules via a native brand app, and collect points that can be then redeemed in the CLUB rewards shop – powered by Pointshub, CLUB is an extension of Nescafé Dolce Gusto and Loylogic's existing rewards program PREMIO, which covers a total of 12 markets. As the model continues to grow, it is set to engage up to 4m active members by 2025. Source: thewisemarketer.com

JAPAN

Shoppers go hopping mad for Peter Rabbit Fixeez at Daiso Japan

As part of its 50th anniversary celebrations in 2022, shoppers at Daiso in Japan can now collect 24 different Peter Rabbit Fixeez, reusable stickers. Shoppers receive a free Fixeez after spending JPY 800. Source: BrandLoyalty

AUSTRALIA

First "Coles Local" supermarket store opens in Western Australia

Coles is set to open its first **Coles Local** supermarket store in Perth, Western Australia, in November. The new store will sell products from 45 local suppliers unique to Coles Local. Shoppers can also buy everyday items, mochi and mini gelati desserts, frozen fruit Scoop & Weigh, and bread which is delivered to the store daily. Coles Local supermarkets were first launched in 2018 in the eastern states of Australia, offering a selection of local produce to shoppers through partnerships with local suppliers. Currently, the retailer operates 16 Coles Local stores. Source: insideretail.com.au

UK

Asda to roll out loyalty program nationwide

Asda has rolled out its new loyalty program '**Asda Rewards**' to all its 633 stores across the UK and online via Asda.com. The program, which has been trialed in several different regions since last October, has already seen more than 1 million customers sign up to the Asda Rewards app. Customers using Asda Rewards earn pounds, rather than points, building up a Cashpot to spend in store or online, simply by doing their usual grocery shop. Since launching late last year, Asda Rewards users have built up over £4m in their Cashpots. Source: corporate.asda.com

USA

Walmart adds new benefit for Walmart+ members with Paramount+ subscription

Walmart has added another benefit to its **Walmart+** membership program, with shoppers now able to access the **Paramount+ Essential Plan** streaming service at no additional cost. Starting this month, Paramount-produced TV shows and films can be streamed on an ad-supported essential plan included in Walmart+ members' fee.

Source: retailinsight.ascentialedge.com

BRAZIL

Mercado Livre boosts loyalty program with crypto-currency Mercado Coin

The online retail platform **Mercado Livre** has launched its own cryptocurrency, which will act as cashback to engage the user community and strengthen its loyalty program. With each purchase, shoppers will receive an amount of **Mercado Coin** that can be used for discounts on future purchases, accumulated in their profile or exchanged for cash, if the customer has a Mercado Pago account. The online retail platform has launched the initiative to 500 thousand people but aims to have expanded to the entire Mercado Livre customer base in Brazil within a short amount of time.

Source: valor-globo-com

SWITZERLAND

Migros partners with SuperMeat to produce and distribute cultured meat

Swiss retailer **Migros** has signed a memorandum of understanding with Israeli food technology start-up **SuperMeat** to speed up the production and distribution of lab-grown meat on a commercial scale. The two partners will distribute and sell cultivated meat, in a bid to meet the demand of European consumers seeking more efficient and sustainable alternative products.

Source: esmmagazine.com

DENMARK

Coop invests millions in a price campaign

The grocery group **Coop** has invested a double-digit million sum in a new price program that will capture and retain shoppers for the group's two supermarket chains **SuperBrugsen** and **Kvickly**. Initially, there will be 400 items included in the promotion, which will be marked in the two store chains. In the past, Coop's competitors Dagrofa and Salling Group have also taken similar measures to stem the flow of shoppers to the discount stores.

Source: retailnews.dk

AUSTRALIA

Coles trials the removal of single-use plastic fresh produce bags

Coles will remove single-use plastic fresh produce bags in Australian Capital Territory (ACT) supermarkets in a trial which will encourage shoppers to bring in reusable options for their fruit and veggies. For the first two weeks in September, shoppers who spend $5 in store on fruit and veggies will receive a free 3-pack of reusable mesh fresh produce bags – made with 90% recycled materials – in preparation for single-use plastic bags being removed from stores from 14 September.

Source: colesgroup.com.au

SOUTH KOREA

BGF Retail and Hyundai startup to launch robot delivery pilot

BGF Retail Co., the operator of **CU** convenience stores, has announced that is has formed an agreement with **Mobinn**, an in-house startup of **Hyundai Motor Co.**, to launch a robot delivery pilot service. The two companies are expected to launch the service this month using an obstacle-overcoming, self-driving robot developed by Mobinn. Source: insideretail.asia

ITALY

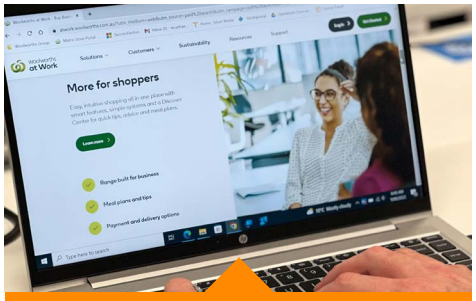
Esselunga expands its online shopping, focusing on B2B customers

Italian supermarket chain **Esselunga** has expanded its online shopping solutions and delivery options. As part of the new offer, features include 'Presto a casa', with home delivery within three hours after ordering through a dedicated app, and free delivery for shoppers with disabilities. Esselunga is also introducing dedicated gastronomic services for B2B customers, ranging from appetizers to main courses and desserts. Source: esmmagazine.com

CHINA

Alibaba's shopping site Taobao rolls out voice recognition for Chinese dialects for non-Mandarin speakers

Taobao has launched a new feature which allows speakers of some major Chinese dialects to conduct a voice search on the shopping platform. The new voice search feature will cater to older users speaking in regional dialects rather than the official language of Mandarin, as the Alibaba Group Holding subsidiary seeks to boost user loyalty amid weakening consumption. Source: scmp.com



AUSTRALIA

Woolworths launches 'Woolworths at Work' online shopping platform for business customers

Woolworths has launched **Woolworths at Work**, an online platform for business customers that offers a range of over 20,000 grocery, cleaning, and kitchen supplies to a customer base of small, medium, and large enterprises in numerous business sectors. Businesses will be able to select two-hour delivery windows, along with a nationwide seven-day service, with free next-day delivery on orders over AUD 99.

Source: woolworthsgroup.com.au

CHILE

Walmart Chile opens experimentation space 'Walmart Lab' for startups and entrepreneurs

Walmart Chile has launched 'Walmart Lab', a unique collaboration space in the country where startups and entrepreneurs can explore innovative solutions quickly and without impacting the normal operation of stores. The 1,000-square-meter infrastructure represents the company's intention to make its physical, technical, and human capacities available to the entrepreneurial world. Source: walmartchile.cl

CHINA

Pinduoduo reported to launch international ecommerce platform

Pinduoduo, the Chinese agriculture-focused marketplace platform is reported to have plans to launch a cross-border ecommerce platform in September, launching first in the US. Pinduoduo has grown rapidly over the past 2 years to become the second largest retailer in China behind Alibaba with over 880 million annual active buyers. Source: reuters.com

GERMANY

Aldi launches private label product line 'limited ALDItion'

After the "ALDImania" clothing collection, **Aldi** has launched a private label food range featuring the Aldi look. The limited private label product line will go on sale under the name "**limited ALDItion**" with the design of the packaging kept in the typical Aldi colors. The products include a 500-gram pack of pasta for 1.69 Euros, pizza with pepperoni and salami or cheese for 2.79 Euros each, 200 grams of whole milk or hazelnut chocolate bars for 1.49 Euros and virgin olive oil in a 750 ml Bottle for 4.29 Euros. Source: lebensmittelpraxis.de

UK

Asda follows in the footsteps of M&S to help shoppers reduce food waste and save money

Following the announcement last month from **Marks & Spencer,** that it would remove the best before dates on its fresh products, **Asda** has also unveiled plans to do the same. Removing best before dates on almost 250 of its fresh fruit & vegetable products to help reduce food waste and save money. The dates will be replaced by a new code which will be used by store colleagues to ensure the highest quality and freshness is maintained. They are supported by specialist green grocers in over 250 stores who have received training in all aspects of Asda's fresh produce operation, including where products should be stored to maintain freshness and quality. Source: corporate.asda.com

USA

Bath & Body Works launches nationwide loyalty program

Bath & Body Works, a global leader in personal care and home fragrance, has launched its loyalty program, **My Bath & Body Works Rewards**, across the US. The My Bath & Body Works Rewards App lets shoppers get the most out of their reward membership with the ability to shop and earn points anywhere. The app also gives members access to exclusive content, and the in-app wallet holds rewards, offers and gift cards in one, convenient place. Source: bbwinc.com

THE NETHERLANDS

Albert Heijn abolishes coin-operated trolleys

Leading Dutch supermarket chain **Albert Heijn** is abandoning the coin deposit system for its shopping trolleys. Albert Heijn temporarily postponed the use of coins and tokens during the pandemic to reduce the chance of contact contamination and saw no increase in the loss of shopping trolleys. The disappearance of the carts was the reason the system was introduced in the first place, in 1985. Source: dutchnews.nl

CROATIA

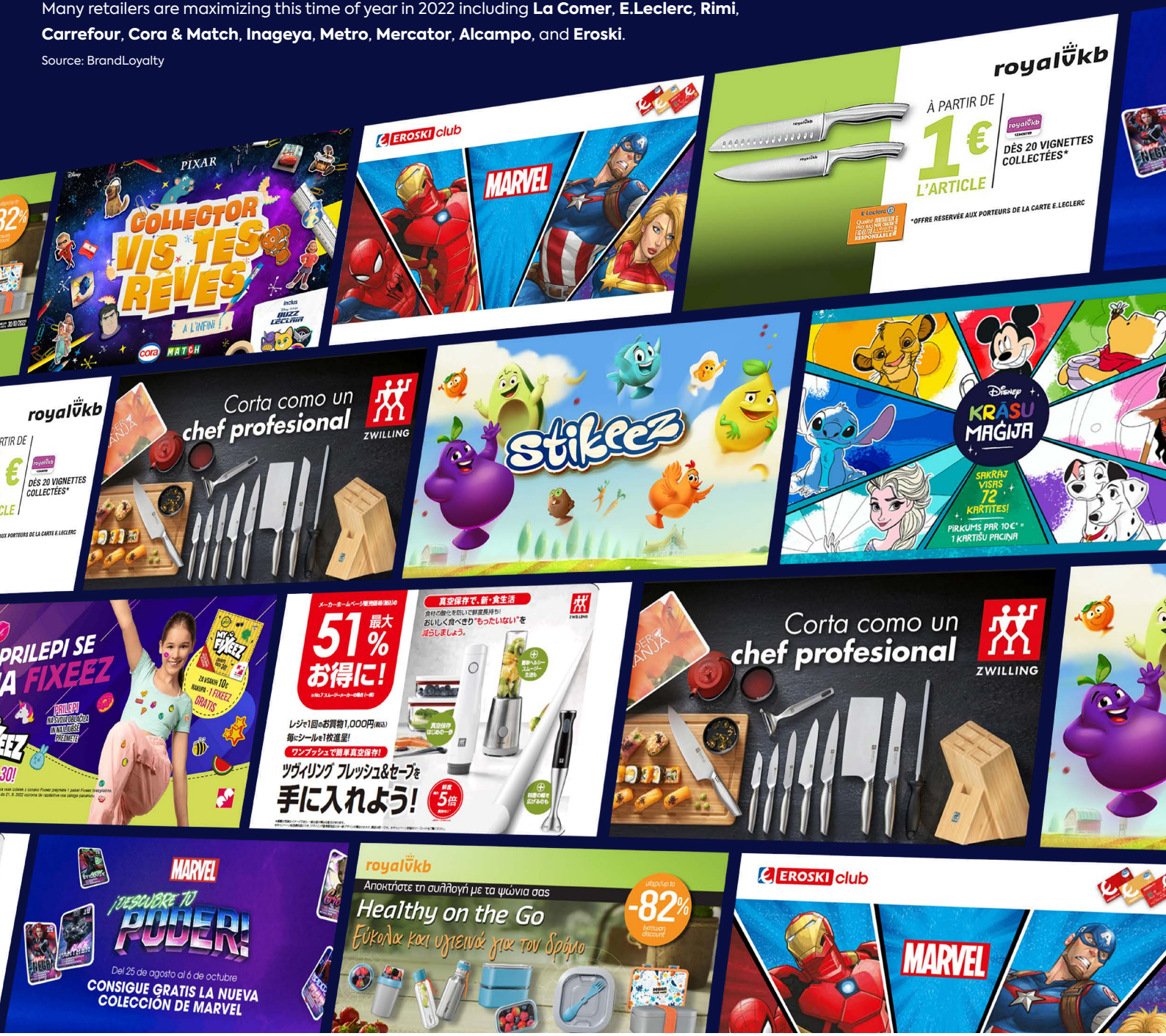
KONZUM

Konzum rewards VATRENI crypto payments

Konzum is offering owners of the VATRENI crypto token 10% discount on online purchases until the end of the year. Source: konzum.hr

GLOBAL BRANDLOYALTY CAMPAIGNS:

Retailers maximize back-to school period

It's no secret that the back-to-school period is a key time for retailers and their loyalty initiatives. Many retailers are maximizing this time of year in 2022 including **La Comer**, **E.Leclerc**, **Rimi**, **Carrefour**, **Cora & Match**, **Inageya**, **Metro**, **Mercator**, **Alcampo**, and **Eroski**.

Source: BrandLoyalty