

Things we see in retail & loyalty



GLOBAL

Carrefour  DEKA MARKET  Standi®

BrandLoyalty granted patent for Standi

Following the launch of its automatic collectibles and stamp dispenser, **Standi**, in 2020, **BrandLoyalty** has been granted a patent for the device. Standi offers a solution to the challenge of giving out stamps or collectibles in a self-checkout environment. Placing an automatic dispenser in-store allows shoppers to get their stamps or instant loyalty rewards, such as flat packs with cards, stickers, or 'Fixeez', directly from the device. Stamps or rewards can be redeemed by simply scanning the receipt or, generating a QR code or even connect wireless to Standi; all from the retailer's app. Since its launch BrandLoyalty has run successful pilots with Standi at DekaMarkt in The Netherlands and Carrefour in France. Source: BrandLoyalty

Read more about Standi



USA

Kroger  Albertsons 

Kroger to buy Albertsons in \$24.6 billion deal

Kroger has announced that it has agreed to purchase **Albertsons**, a deal of approximately \$24.6 billion. The deal is likely to close in 2024, subject to regulatory approval. Consolidating to one company will give a combined Kroger and Albertsons more power to negotiate lower prices with suppliers and take advantage of operational efficiencies. Currently, Kroger and Albertsons employ more than 710,000 associates and operate 4,996 stores, 66 distribution centers, 52 manufacturing plants, 3,972 pharmacies and 2,015 fuel centers.

Source: grocerydive.com



UK

 deliveroo

Deliveroo tweaks 'dark store' model to let grocery shoppers in the door

Deliveroo has opened a new type of 'dark store' in Central London called "**Deliveroo HOP**". As well as functioning as a mini-warehouse where Deliveroo staff pick orders for couriers operating on its platform to collect and deliver locally to app users, it also serves as a pickup point for shoppers who've ordered groceries in Deliveroo's app. Non-app users can also walk into a reception area to use a digital kiosk and make an order for groceries directly in-store. They then wait "minutes" to be handed a bag containing their chosen groceries, rather than picking the items off the shelves themselves.

Source: techcrunch.com



SINGAPORE

yu

DFI Retail Group launches Singapore's "best rewards club ever"

DFI Retail Group in Singapore has launched the **yu Rewards Club**, uniting the nation's most popular brands and offering shoppers an effortless way to earn rewards on their everyday purchases. Consumers will be able to enjoy new shopping experiences, personalized rewards on their purchases and a chance to interact with the brand by engaging in games where they can earn points and redeem prizes.

Source: marketing-interactive.com



BELGIUM

DECATHLON

Decathlon will become Nolhtaced for a month in Belgium

Decathlon stores across Belgium will be rebranded as **Nolhtaced** for one month, to encourage its shoppers to buy or resell second-hand clothes and promote recycling. The temporary name is Decathlon spelled backwards and has been adopted so that it does not represent anything in particular, but instead promotes reverse shopping. Source: newsinfrance.com

GLOBAL



IKEA's home deliveries will be fully electric by 2025, CEO says

IKEA has announced that home deliveries will be made by electric vehicles by 2025, as part of its target to drastically reduce greenhouse gas emissions over the next eight years. The furniture giant said in January that it was on track to become climate positive by 2030 as its annual carbon emissions fell 6% from pre-pandemic levels despite record sales. Source: reuters.com

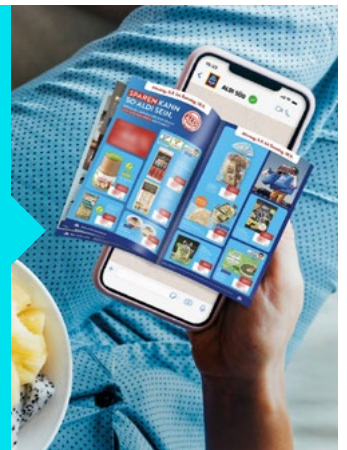
GERMANY



Aldi SÜD rolls out regional brochure on Whatsapp

ALDI SÜD is giving shoppers the opportunity to find cheap offers not only on the ALDI SÜD website and app, but also quickly and conveniently via **WhatsApp**. By entering their postal code, shoppers will also receive the offer brochure from their region.

Source: aldi-sued.de



CANADA

Loblaws DOORDASH

DoorDash now available in Canada

Shoppers at Canadian retailer **Loblaws** can now place grocery orders directly on the **DoorDash Marketplace** app. Loblaws will offer more than 50,000 grocery and convenience items from its stores for delivery via DoorDash, including fresh and prepared food, grocery, floral, drugstore essentials, and convenience items.

Source: loblaws.ca

Editorial



The Petrol Group launches new knife loyalty program in Slovenia and Croatia

PETROL
Energy for life

The Petrol Group, the largest Slovenian energy company active in south-east Europe, has joined forces to reward its shoppers for their loyalty. For every €10 spent on Petrol, shoppers get a stamp. Once a full card of 10 stamps has been collected, shoppers can redeem them for a discount of up to 82% on select **Fontignac** knives. The campaign is available at more than 500 Petrol gas stations in Slovenia and Croatia as well as at all **Crodex** gas stations in Croatia.

Source: BrandLoyalty



GREECE

 Για όλα όσα
βοιάζεσαι

Greek retailer launches new loyalty program

Food retailer, AB, based in Greece has launched a new loyalty program called **AB Plus**. Participants earn points from their purchases in stores and AB Eshop and many more from coupons, games, partnerships and other exclusive offers and actions. Participants choose how they redeem these points in digital discount vouchers which are added to their wallet, free products, and other options.

Source: ab.gr

Tegut in Germany reward shoppers with vivo | Villeroy & Boch cookware

Following 3 successful **vivo | Villeroy & Boch** programs, retailer **Tegut** in Germany has launched a follow-up program offering shoppers the chance to collect for a range of black cookware. There are seven items to collect with two additional completers. Source: BrandLoyalty

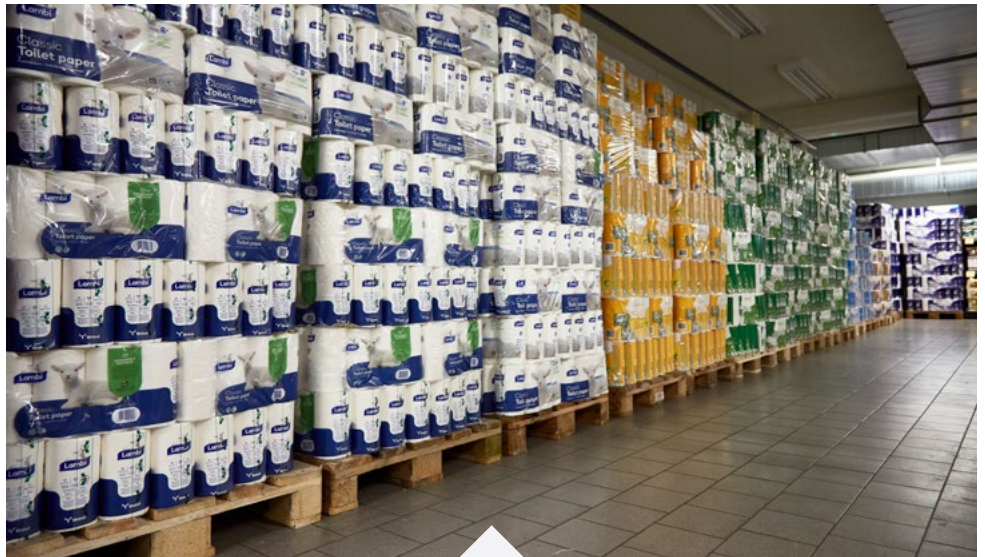


EUROPE

Amazon to invest €1 billion in electric vehicles for Europe

Amazon has announced it plans to spend €1 billion on electric vehicles for its European fleet. The investment would increase the company's fleet to at least 10,000 electric delivery vans by 2025, up from the 3,000 it already operates, and more than 1,500 long-haul electric trucks. It is part of Amazon's goal to produce net-zero carbon emissions by 2040. Amazon said it also expects to deliver more packages via e-cargo bikes and on foot using centrally located delivery stations called "micro-mobility hubs." The company said it already operates such hubs in 20 major European cities, including London, Munich, and Paris.

Source: edition.cnn.com



DENMARK

Salling Group Opens First 'Basalt' Discount Store

Danish retailer **Salling Group** has opened the first store under its new discount chain, **Basalt**, in Kastrup, south of Copenhagen. The new chain, which will specialize in ambient, everyday products, will feature goods largely presented on pallets, reducing handling costs, while refrigerated and frozen items are also absent, reducing the store's energy footprint.

Source: sallinggroup.com

Editorial



Spar Hungary says goodbye to food waste

SPAR Hungary is helping shoppers to reduce food waste with a new loyalty program offering items from the **ZWILLING Fresh & Save** range. For every 1,000 HUF spent, shoppers will receive a stamp, after collecting 15 stamps, shoppers can redeem an item from the range. The campaign will run for 17 weeks in 476 stores across Hungary.

Source: BrandLoyalty



MARVEL® returns to reward loyalty at Circle K in Canada!



Shoppers at one of the **Circle K** banners in Canada can now collect for a range of 24 **MARVEL** superhero reusable **Fixeez** patches. The range includes many favorite characters including the Hulk, Captain America, and Black Panther. One free MARVEL Fixeez collectible will be given to shoppers with every purchase of 30L of gas or \$10 of merchandise, either in-store or by home delivery.

Source: BrandLoyalty

AUSTRALIA



Coles launches Australia's first-ever store-to-door drone delivery service

Coles will be Australia's first major retailer to offer drone delivery directly from its stores to shoppers' homes, launching a pilot service in South East Queensland in November with global on-demand drone delivery company, **Wing**. The service will gradually expand to include other nearby suburbs, delivering 500 of the most popular Coles' grocery items including bread, fresh produce, convenience meals, snacks, health care items, and household essentials.

Source: colesgroup.com.au



ISRAEL



Redefine Meat strikes partnership to boost 3D-printed meat sales in Europe

Israel's **Redefine Meat** has struck a partnership with importer **Giraudi Meats** to drive European distribution of its "New Meat" steak cuts produced on 3D printers. The start-up operates large-scale meat printers at its Rehovot headquarters south of Tel Aviv, and a new factory in the Netherlands, hoping to establish its products as an alternative to conventionally produced meat. With Giraudi's help, it will launch its products at restaurants and butchers in France this month, then in Italy, Greece, and Sweden later this year, and in dozens more countries next year.

Source: reuters.com

Editorial



Aussies are entertaining in style with vivo | Villeroy & Boch tableware!



Shoppers at Woolworths and Big W in Australia can now collect for several free rewards from vivo | Villeroy & Boch. In an Australian first, shoppers will be able to earn and redeem credits for multi-category products across the two retailers: supermarket Woolworths and department store Big W. Source: BrandLoyalty

AUSTRIA



SPAR enters the food supplement market with its own brand

SPAR is tapping into the dietary supplement trend by launching its own brand, **Vital PURE**, which brings affordable food supplements to shoppers. According to latest research, around 54% of Austrians buy food supplements at least once a year. With the new brand shoppers can benefit from SPAR's low prices on groceries and their food supplements. Source: presse.spar.at



USA

Walmart*

Walmart launches exclusive digital collectibles marketplace

Walmart and NECA (National Entertainment Collectibles Association) have announced the launch of **AutoT**, the first-of-its-kind revolutionary digital collectible platform. AutoT features limited-edition figures and collectibles and is offered exclusively on Walmart.com and in Walmart stores.

Source: corporate.walmart.com

GLOBAL

Retail giants invest in retail media to bolster operations

7-Eleven and HelloFresh are the latest retailers to announce they will be venturing into retail media platforms as a way to optimize shopper engagement and build an additional revenue stream. HelloFresh will partner with owned media platform **Brandcrush** to digitize and streamline its media partnership processes. Meanwhile, convenience store leader 7-Eleven has launched the **Gulp Media Network**, which will focus on off-site marketing across third-party platforms and properties, leveraging first-party data from 7-Eleven's 80 million members in a bid to engage shoppers on convenience and impulse missions. In addition, **Ahold Delhaize** has unveiled plans to transition its retail media business, **AD Retail Media**, to a fully in-house operation by 2023. The plans will see the launch of a unified advertising platform, a single dashboard for measuring campaign performance, and the rollout of a new data collaboration tool enabling brands to improve return on advertising spend. Source: Multiple

Editorial

Merging offline and online through Formula 1 at OXXO in Mexico



OXXO, the largest small-format proximity store operator in the Americas, has launched a digital loyalty campaign, in cooperation with **Red Bull Formula 1 Team**. Shoppers can race laps of Formula 1 circuits to win tickets to race weekends, Red Bull F1 merchandise, or vouchers. By completing 'missions', such as surveys, subscribing or answering quizzes, shoppers can unlock more laps. To pull shoppers to OXXO stores, the retailer is offering more unlocked laps when they shop in store. Shoppers' engagement with the OXXO world changes their gaming experience. Source: BrandLoyalty



PORTUGAL



Auchan rolls out new loyalty program

Auchan Retail Portugal has launched **Clube Auchan**, a new loyalty program designed to strengthen the relationship between the brand and its shoppers. The new program will focus on providing savings to shoppers, offering more personalized communication and special bonuses. There are three levels (Fan, Super Fan and Hyper Fan) and each one comes with a variety of different benefits. To go up a level, shoppers must accumulate points, which are earned through purchases. Source: esmmagazine.com



Editorial



AIR MILES in Canada launches Carousel of Dreams campaign: Play. Win. Repeat.



BrandLoyalty's digital arm, IceMobile, and AIR MILES have collaborated to launch a digital campaign to boost loyalty amongst AIR MILES collectors. Every day, a new free game is available via the AIR MILES app. Extra bonuses are given to credit card holders, and whenever a shopper swipes their AIR MILES card, they unlock an additional game! Shoppers are rewarded for their loyalty through physical reards, vouchers, and free miles. Source: BrandLoyalty