

Things we see in retail & loyalty



THE NETHERLANDS



Aldi opens Dutch cashless Shop&Go

After months of testing, **Aldi** has opened its first cashless Shop&Go store in Europe. The store is a pilot for the discounter, and Aldi has stressed that a full roll-out is still a long way off. Shoppers of the Shop&Go store based in Utrecht, the Netherlands, do not have to queue at the cash register. Instead by downloading an app, and scanning a QR code in-store, shoppers can take the products off the shelves they need. Their account will then be charged automatically after they leave. Source: retaildetail.eu

USA

Walgreens

Walgreens partners with TikTok 'Granfluencers' to reach senior consumers

Walgreens has partnered with social influencers The Old Gays—four openly gay TikTok personalities in their 60s and 70s, known for their dancing and comedic videos, to promote the MyWalgreens app. The Old Gays are senior TikTok stars who have amassed a following of over 7 million on the social media platform. Walgreens is no stranger to TikTok, having used the platform since 2020. The campaign's launch comes amid a rise in social media usage among older consumers. With recent research showing that 73% of Americans ages 50–64, and 45% of seniors 65 and older use at least one social media site. Source: adage.com



POLAND



SPAR Poland adds fresh vegetables to private label portfolio

SPAR Poland has supplemented its private label portfolio with fresh vegetables. Under its own brand, the retailer will sell a range of fresh vegetables including tomatoes, carrots, and potatoes. SPAR's growing private label portfolio of SPAR

now includes drinks, dairy products, frozen foods, dried fruit, ready meals, coffee, tea, preserves and honey, organic and eco products, vegetable preserves, spices and sauces, fish, sweets and snacks, cold meats, loose goods, industrial products, hygiene products, animal products and wine.

Source: wiadomoscihandlowe.pl



UK

MARKS & SPENCER

Marks & Spencer removes 'best before' dates from fresh produce to reduce food waste

British retailer **Marks & Spencer** is removing best before dates from over 300 fruit and vegetable products to help reduce food waste, both in-store and in consumers' homes. Shoppers will be encouraged to use their own judgment to determine the freshness of produce rather than using pre-determined dates. Dates will be replaced with a new code which M&S store staff will use to ensure freshness and quality is maintained. Source: retailgazette.co.uk

BELGIUM, FRANCE

Kazidomi acquires French competitor Smartfooding

The Brussels-based organic webshop, **Kazidomi**, has acquired its French competitor **Smartfooding** – including the organic baby food store **Graine de bonne santé**. Smartfooding, just like Kazidomi, worked with a subscription model that offers customers additional benefits. Source: retaildetail.eu



BULGARIA

METRO

METRO Bulgaria launches 'level pricing' initiative to support shoppers

METRO Bulgaria has initiated a change in its commercial policy and pricing strategy to support business customers. Prices at a level (Take more, save more) aims to guarantee transparency and maximize the attractiveness of prices and products between METRO Bulgaria and its b2b customers. The initiative provides discounts on the value of some of the most recognizable products on the Bulgarian market, which is already over 4,000 food and non-food items. METRO customers will recognize them by the green labels in the stores – they provide detailed information for the purposes of informed choice and the best price. Source: metro.bg

GERMANY

REWE abolishes printed flyers

Leading German retailer **REWE** has said it intends to say goodbye to printed flyers in the coming year. The move, which is better aligned with its sustainability goals, will mean the supermarket chain will have to rely on its own app, online shop, newsletter, and digital channels more heavily. Currently, REWE is distributing around 25 million leaflets per week throughout Germany. As of August, the aim is to reduce this number by 4 million per print run as a first step. By discontinuing the handouts from 2023, more than 73,000 tons of paper, 70,000 tons of CO2 and 380 million kWh of energy will be saved. Source: lebensmittelzeitung.net

REWE
DEIN MARKT

US



Kroger rolls out Boost Membership Nationwide

Kroger has announced the national launch of its subscription loyalty program Boost, just eight months after it was first introduced as a pilot. Kroger saw the Boost pilot deliver a growing number of new members and a significant increase in delivery sales compared to non-Boost divisions. The annual membership provides customers unlimited free grocery deliveries on orders of \$35 or more, fuel discounts of up to \$1 per gallon and additional savings on 'Our Brands' products. Kroger estimates the membership can save customers more than \$1,000 per year on fuel and grocery deliveries. Source: ir.kroger.com



METRO

CYPRUS

Collect now for RoyalVKB storage at METRO

METRO Cyprus has launched its 9th loyalty program with BrandLoyalty. Shoppers at the retailer can now collect for a range of RoyalVKB storage. Source: BrandLoyalty



JUMBO

THE NETHERLANDS

Suppliers of soft drinks and water, including Albert Heijn, & Jumbo jointly abolish plastic handles

In a move to save almost 40,000 kilos of plastic per year and improve the recyclability of the packaging, **Albert Heijn**, **Jumbo**, **Vrmona** and **Coca-Cola** will stop using the plastic handles on all multipacks of soft drinks and water offered in supermarkets in the Netherlands. Source: nieuws.ah.nl



**WIJ GAAN VERDER
ZONDER HANDGREEP!**

GERMANY



ZWILLING Five Star Plus is perfectly sharp at Edeka

Shoppers in the Südbayern region in Germany can now collect for the ZWILLING Five Star Plus knife range, when they collect a full leaflet of stamps. Running for 12 weeks at Edeka and Marktkauf, the range contains 12 items, including a bamboo chopping board, knife block and grill pan.

Source: BrandLoyalty

PERFEKTE SCHÄRFE.
PERFEKTES AROMA.



Ab dem 18.07.2022 Prämien sammeln für
ZWILLING ***** FIVE STAR PLUS



* Im Vergleich zum Preis ohne Treuekarte.

UNSERE TREUEAKTION
BIS ZUM 08.10.2022



VIETNAM



AEON and Boxed expand partnership to Vietnam

Boxed, Inc. an online platform which sells household consumables in bulk and licenses its e-commerce software to enterprise retailers, and AEON one of the largest retailers in Asia, have announced they will extend their partnership into the Vietnamese market. In September 2021, Boxed and AEON launched a partnership to use Boxed's proprietary e-commerce technology to power AEON's digital capabilities in the Malaysian market. Following successful implementation in Malaysia, Boxed and AEON will be officially expanding their partnership into Vietnam and will continue to explore expanding into additional markets. Utilizing Boxed's technology will be critical in supporting AEON's initiatives in developing its e-commerce and omnichannel capabilities throughout Vietnam. Source: globenewswire.com

FRANCE

Carrefour



Carrefour and Procter & Gamble partner on metaverse brand experience

Carrefour and Procter & Gamble have partnered to create a metaverse experience promoting the Mr. Clean brand, Carrefour's first alliance with a consumer brand in the metaverse. Between the 20th and 22nd of July, shoppers could create a personalized avatar and discover the Mr. Clean brand through a virtual house, with each room showcasing a different featured product. The platform will also feature links to the products on Carrefour's e-commerce site and gave the option to enter a competition to win 40EUR of online vouchers. Source: retailtechtinnovationhub.com

USA



Kroger, Couche-Tard, and Restaurant Brands International invest in Kitchen United

Kitchen United, the ghost kitchen and restaurant tech business has announced it has completed an \$100M funding round, thanks to the support from several backers. The Kroger Co. is one of the new backers, which follows the retailer's recent collaborations with Kitchen United. Just this month, a new Kitchen United MIX opened at a Kroger location in Dallas, where shoppers use an in-store kiosk to order food from multiple restaurants on one order for pickup or delivery. Kitchen United currently operates around 200 kitchens across several areas of the U.S. and reported triple-digit growth over the past three years. Source: progressivegrocer.com



UK



Amazon Fresh launches Tesco Clubcard Price Match

Amazon Fresh has launched a Tesco Clubcard Price Match directing online shoppers to hundreds of everyday groceries, from fresh produce to high quality meat and fish. The offers will be 'matched and locked' to Tesco Clubcard deals every week and delivered right to shoppers' doors. Amazon Fresh provided the cheapest basket in the Grocer 33 study week (commencing 4th July) - 78p cheaper than second-placed Tesco and costing just 3.7% more than this time last year compared to 8.5% for the leading supermarkets overall. Source: aboutamazon.co.uk

JAPAN



Izumi launches an 100% digital program with Spiegelau

Shoppers at **Izumi** in Japan can now collect for **Spiegelau** glassware in the latest loyalty program at the retailer. For the first time the retailer will remove the use of printed stamps, and the program will be 100% digital. Shoppers can collect for stamps by presenting their Izumi membership card/app at the cash register and will automatically collect for 6 items from the Spiegelau range. Source: BrandLoyalty



CHINA



TikTok tests food delivery service in China

ByteDance's Douyin, the Chinese version of **TikTok**, is once again wading into the food delivery market by testing a new feature that would bring it into direct competition with market leaders **Meituan** and **Alibaba Group Holding**. Some restaurants in particular cities, including those whose economies were hit hard by a resurgence in COVID-19 this year such as Shanghai, now include an option on their Douyin channels for users to order food with delivery. However, restaurants must provide their own delivery staff or use delivery drivers from another service. Source: scmp.com



FRANCE

Casino MONOPRIX

Casino Monoprix pilots NFT corners in three Paris stores

Monoprix is testing, in three of its Parisian stores, corners dedicated to **NFTs**. These spaces will be equipped with physical NFT distributors, with the aim of facilitating access to these new tools to the public. The sale of NFTs (Non-Fungible Tokens) from the **RudeKidz** collection, features images of rebellious teenagers in pop style, placed on Monoprix's "shelf". This initiative was complemented with training workshops to engage shoppers with NFTs.

Source: isa-conso.fr



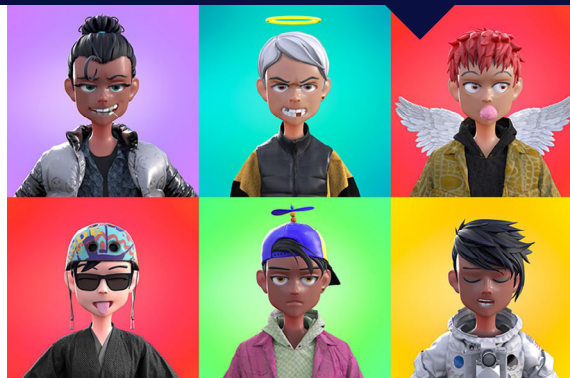
GERMANY



REWE sets up Bitcoin machines

Shoppers at **REWE** in Offenbach can now buy **Bitcoin** with their groceries. The supermarket has placed a Bitcoin ATM in its store which shoppers can use to purchase cryptocurrencies.

Source: investors.kohls.com



Supplier Collaboration: The hidden gem of winning loyalty campaigns

How can loyalty programs create a win-win-win scenario, benefitting not only the shopper and retailer, but also the FMCG companies? Through supplier collaboration, that's how. Supplier collaboration is a framework BrandLoyalty has implemented to enhance the shoppers' offer and take our campaigns to the next level. Research shows that a product discounted by 10% can result in a 27% sales growth, whereas a product included in one of our campaigns with a 0% discount sees a sales uplift of 45%.

Read more about how supplier collaboration in your next loyalty program can create a win-win-win for all.

[More about the collaboration](#)



MEXICO / SWITZERLAND

FEMSA

OXXO-owner FEMSA to enter Europe

FEMSA, a leading retail and beverage company has announced the purchase of **Valora Holding AG**. Valora will continue to operate under its own company name, becoming the retail arm of FEMSA's Proximity Division in Europe. Valora will continue to be headquartered in Muttenz (Switzerland) and will take on responsibility for further developing the European convenience markets for FEMSA. Valora's brands and formats will be retained in accordance with Valora's current management's expansion and operating plans.

Source: femsa.gcs-web.com



BELGIUM

**louis
delhaize**

Louis Delhaize Group opens progressive grocery store

The **Louis Delhaize group** has opened the first **Louis Delhaize Open Market** in the city of Gembloux in Belgium. The brand-new retailer format will ultimately substitute all Match supermarkets within the nation. The store is laid out based on the logic of 'purchasing versus shopping'. Although there is a greater emphasis on differentiation, transparency and sustainability, shoppers will still see value and promotions playing their part.

Source: technicalcaps.com