

# Things we see in retail & loyalty



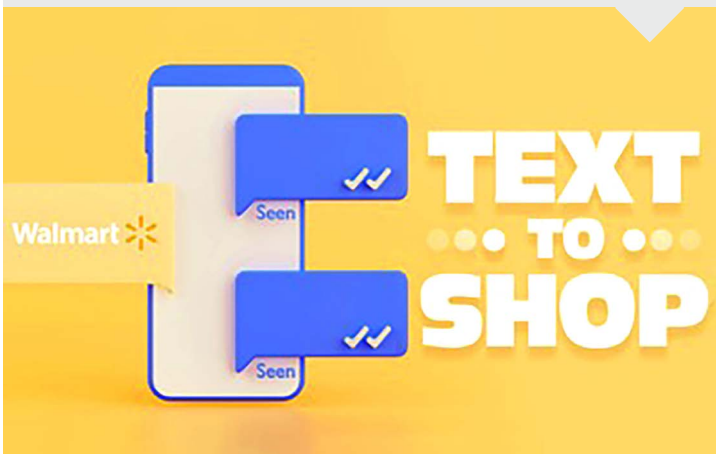
USA

Walmart

## Text to Shop launched by Walmart

**Walmart** has launched a new purchase system that allows shoppers to shop by sending a text. After a year of testing by the retail giant, the **Text to Shop** system is now being rolled out across its stores for shoppers with iOS and Android devices. Shoppers simply text the items they need, and they are then added to their basket. Orders can be completed and paid for by sending another text message, or shoppers can use the Walmart app. The final step is to choose either store pickup or home delivery.

Source: grocerydive.com



## Happy 2023!

I want to wish you a prosperous new year, full of happy moments and loyal shoppers. It's going to be a year of wonder as we're celebrating Disney's 100th anniversary! Thank you to all clients & partners for your trust last year. Cheers to sparking more joy in shoppers' everyday life in 2023!

*Claudia*  
Claudia Mennen  
CEO BrandLoyalty

GLOBAL



## Instant grocery app Getir acquires its competitor Gorillas

Troubled grocery-delivery startup **Gorillas** has been acquired by its larger Turkish competitor **Getir** for a hefty discount. Getir said its acquisition of Gorillas underscored how it led to "consolidation" in the rapid delivery sector. Gorillas was one of a batch of startups that emerged during the pandemic promising to deliver groceries to customers' doors in minutes. The Financial Times reported that the Getir-Gorillas deal was worth \$1.2 billion and mostly comprised equity. Gorillas was last valued at \$3 billion in 2021.

Source: businessinsider.com



SINGAPORE

emart24

## E-mart24 opens its first store in Singapore

**E-Mart's** convenience store chain **E-mart24** has opened its first store in Singapore, becoming the first Korean convenience store chain to operate in the city amid the retailer's push for overseas expansion. A second store opened soon after the first. The two stores will focus on Korean-style fast foods and ready-to-eat meals, such as tteokbokki and gimbab, seaweed rice rolls with vegetables. The retailer plans to add up to 300 stores over the next five years, it said. Singapore is the second country for E-mart24 to enter after it opened its first convenience store in Malaysia in June last year.

Source: insideretail.asia

USA



## Kroger's stress-reducing apron took the pressure off holiday hosts

**Kroger** made sure that the holidays remained a special time for making memories with loved ones this festive season. Rather than spending time stressed in the kitchen, Kroger engineered **The Holiday Apron**, a first-of-its-kind prototype, loaded with intelligent features. This apron is the first wearable technology from Kroger. The technology in the apron includes; a *Feelings Notifier* that can sense your body temperature, heartbeat and body movements, which lets others know how the cook is feeling to ensure optimal holiday memories. A *Kitchen Calmer* plays a calming Christmas song to relax the mood or even a joke to break the tension. *Aroma Therapy* (smell) – a nostalgic Gingerbread scent – evokes warm holiday memories to further calm stressed nerves. *Massage-O-Matic* with special vibrating straps to give sore muscles a message to relax. And a *Kitchen Mishap Detector* detects not-so-perfect food items and will automatically send a \$50 gift card code to purchase a replacement meal from Kroger.

Source: lbbonline.com



DENMARK



## Aldi Nord is leaving Denmark after 45 years

**Aldi Nord** is pulling out of Denmark, 45 years after the discounter opened its first store there. The competitor **Rema 1000** is to take over 114 of the 188 Danish branches, the two companies announced in a joint statement. Aldi wants to focus on the other eight European markets where the discounter achieves better results and sees long-term potential. Source: germany.detailzero.com

ITALY



## Basko launches quick commerce service in Italy

Italian supermarket banner **Basko** has rolled out **Basko Rapido**, a quick commerce service for home grocery delivery within an hour of placing an order. Groceries are delivered via bicycle from Monday to Saturday, from 16:00 to 20:00 in certain neighbourhoods of Genoa. The retailer plans to further expand the service in due course. Source: esmmagazine.com

THE NETHERLANDS



## Those Vegan Cowboys create first cheese made by stainless steel cow

**Those Vegan Cowboys** produced the first cheese with casein, without the use of a live cow. Those Vegan Cowboys, founded by the founders of **De Vegetarische Slager**, make identical casein with the help of precision dairy fermentation. This milk protein makes cheese cheesy. The first cheeses have now been presented, made by the stainless steel cow Margaret. Source: duurzaam-ondernemen.nl



CEO Jaap Korteweg with Margaret, the mascot of Those Vegan Cowboys.

Editorial

# Happy 2023

GLOBAL

## BrandLoyalty's Best of 2022

We're heading into 2023, so it's time for BrandLoyalty's yearly review – reflecting on all highlights of the last year. Keeping the power of loyalty at the heart of everything we do, we faced challenges and embraced opportunities to make people happy, and business better.

Source: BrandLoyalty

[Read more](#)





GERMANY

REWE

## REWE launches 'REWE savings assistant' on Instagram

German retailer **REWE Group** has launched **REWE Savings Assistant** – an Instagram chatbot that informs shoppers about weekly offers available in its app. The chatbot can be accessed via the private messaging area on Instagram. The retailer aims to address shoppers at a more personal level and share information on the latest offers via this feature. The services via Instagram chatbot complete the retailer's existing offer via WhatsApp, which allows shoppers to obtain promotional offers from a preferred store for the following week every Sunday.

Source: esmmagazine.com



FRANCE

Carrefour

## Carrefour trials "autonomous shuttle"

**Carrefour** and **Goggo Network** are trialing a mobile drive service using a completely autonomous delivery vehicle. It will operate on public roads, both in heavy traffic and in normal conditions (covering 15 km at up to 70 km/h) – a first in France. Shoppers submit their order on the Carrefour.fr website or using the mobile app, and then choose an available delivery slot – either on the day in question or the day after – to have their shopping delivered to them by autonomous shuttle.

Source: carrefour.com



PORTUGAL

Auchan

## Auchan Retail Portugal launches online bag return service

**Auchan Retail Portugal** has launched a new e-commerce service that will enable shoppers to return bags used in online shopping deliveries. The goal is to reduce the use of plastic and promote a circular economy. Shoppers will be able to return their bags from their previous order and benefit from a discount equivalent to their value when buying bags for their next order. They must indicate at the checkout process the total number of bags to be returned, up to the maximum number necessary for the preparation of the new order.

Source: news.trenddetail.com

ISRAEL

SHUFERSAL

## Israel's Shufersal to set up supermarkets under SPAR banner

Shufersal, Israel's largest supermarket chain, has signed a deal to set up a network of stores in the country under the SPAR banner. Under a memorandum of understanding, Shufersal said it would invest to open at least 10 SPAR branches over the next three years, while SPAR products will be sold exclusively in other Shufersal-run stores.

Source: esmmagazine.com

THE NETHERLANDS

Jan Linders



## Jan Linders to operate as franchise entrepreneur of Albert Heijn

Dutch retailers **Jan Linders Supermarkets** and **Albert Heijn** have announced a partnership that will see the former operate as a franchiser of the latter. The move will allow Jan Linders to retain its market in the south of the Netherlands and allow Albert Heijn to gain more shoppers, Albert Heijn said in a statement. As part of the deal, a majority of the 63 Jan Linders stores will be converted into Albert Heijn franchise supermarkets. Source: aholdelhaize.com





USA



## Albertsons turns to the metaverse

**Albertsons** is the first grocer to start selling and delivering tangible items in the metaverse. In its pilot experience launched on Cyber Monday on Decentraland, a 3D virtual browser-based platform, Albertsons offered Signature Select pretzels, peanut butter cups, and a six-pack of mini Coke, all for \$1 with free delivery.

Source: [grocerydive.com](https://www.grocerydive.com)

FINLAND

## Finnish consumers named 'most sustainable shoppers' in Europe

Finnish shoppers have been named the most sustainable in Europe, a study by **Savoo** has found, having seen a 20% decrease in their consumption footprint between 2010 and 2020. The study, which ranked shoppers in 30 different countries in areas such as recycling rate, consumption footprint, and waste per capita, noted that Finland also sits at the top of the *Sustainable Development Report's* ranking of all 193 UN Member States, scoring 86.51 out of a possible 100. In second place was Denmark, Slovenia ranked third, and the remainder of the top ten is comprised of Austria (4th), Sweden (5th), the UK (6th), the Netherlands (7th), Belgium (8th), Spain (9th) and Germany (10th).

Source: [savoo.co.uk](https://www.savoo.co.uk)



FRANCE



## Carrefour to launch Atacadão format in Europe

**Carrefour** is finalizing the European launch of its hard-discount cash-and-carry brand **Atacadão**, already available in Brazil and Morocco, confirming plans to test the new store model in France in autumn 2023. Presenting itself as halfway between a hypermarket and a wholesaler, Atacadão is aimed at both individual and professional shoppers, offering 10-15% lower prices than those of standard stores. Carrefour is planning to invest around €150 million in the expansion of Atacadão.

Source: [retailanalysis.igd.com](https://www.retailanalysis.igd.com)

USA



## First US non-Amazon-owned grocer using Just Walk Out, palm-scanning tech

**Amazon** has been building out its grocery presence online and with physical stores. But the e-tailer giant is also turning the dial-up on serving as vendors to grocers. **Community Groceries**, a health-focused grocer that targets underserved communities, was the first supermarket to launch the technology in its store. Shoppers will be able to enter the store by inserting their credit card at the entry gates or hovering one of their palms over an **Amazon One** device. The **Just Walk Out** technology tracks which items people select while shopping and then charges them for those items.

Source: [grocerydive.com](https://www.grocerydive.com)





BRAND OF THE MONTH

GREEN RAY

## Together for better: A sustainable lifestyle with Green Ray

Every step counts in creating a more sustainable future. **Green Ray** creates long-lasting homeware products that leave the least possible footprint on the planet. Through innovations and the use of sustainable materials, Green Ray wants to make a circular lifestyle accessible for everyone. Because the journey towards a better future happens when we all join in. Green Ray develops products that support people to start living sustainably and circularly in an easy way. Starting with cooking and baking more sustainable at home. But this is just the start of its mission, Green Ray is continuously looking for ways to innovate and create long-lasting homeware products that leave the least possible footprint on the planet. In 2022, Green Ray has been successfully introduced in several loyalty campaigns to shoppers around the globe, including at **Plus** in The Netherlands and at **OBA** in Brazil.

Learn all about  
Green Ray

More about Green Ray

Source: BrandLoyalty

CHINA, INDIA, USA



## IKEA unveils new plant-based food court concept

**Ingka Centres**, a subsidiary of the Ingka Group (IKEA's parent company), has announced its reinvention of the food court concept with **Saluhall**, a sustainable dining center inspired by Nordic food principles. Saluhall is named after the Scandinavian-style "Market Hall." It will serve food that is 80 percent plant-based, with the aim to increase to 100 percent plant-based in the future. It also has the goal of sending zero waste to landfills and having zero single-plastic usage. With 45 "Meeting Places" concepts operated by Ingka Centres globally, Saluhall will be their first food space to be entirely beef-free.

Source: archinect.com

GERMANY

REWE

## REWE opened a fully autonomous Pick&Go store in Munich

German retailer **REWE** has opened a fully autonomous **Pick&Go** store in Munich after testing the format in hybrid mode in Cologne and Berlin. The store is part of the second test phase for the Pick&Go project, which aligns with the company's vision to make 'shopping of the future' possible. The product assortment at the 289 square-metre stores comprises around 4,000 items, including fresh baked goods, fruit and vegetables, dry goods, frozen products, beverages and household goods. Shoppers can access the store by logging in to the Pick&Go app at the entrance. The invoice is sent to the Pick&Go app after shoppers leave the store.

Source: esmmagazine.com



UK

ASDA

## Asda revamps the refill proposition and guarantees lower prices

**Asda** has announced a new 'refill price promise' which guarantees that each refill product will be cheaper than packaged alternatives as part of its new refill proposition. The British retailer has partnered with **WRAP** and **Unilever**, with funding from **Innovate UK**, to find out shopper barriers to participation, so it could look at ways it can increase participation. Clear pricing was the top priority, emphasized by the cost of living crisis, leading to the supermarket implementing a new refill pricing strategy. Other key objectives which were developed based on the barriers discovered; combat uncertainty and apprehension and make the experience fun and enjoyable have also led to changes with greater shopper communication and a focus on four key categories – cereals, pet food, store cupboard (including snacks, tea and coffee) and rice, pasta and pulses.

Source: corporate.asda.com

