

Things we see in retail & loyalty



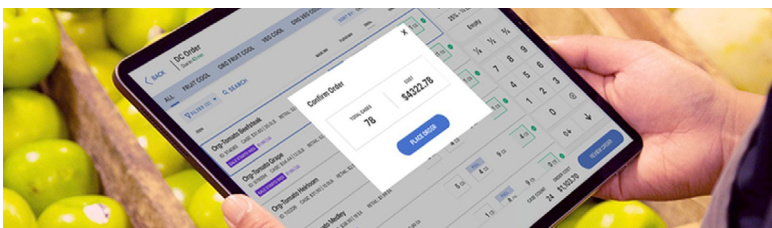
SWEDEN

coop

Coop Sweden announces new store format

Coop Sweden has launched a new store format **X-tra** – en del av Coop. The new store format is described by the retailer as a 'spacious and residential store that focuses on price, with a well-adapted range that cover all everyday needs'. The retailer aims to open 70 stores under the banner by the end of 2022. The new store format is described by the retailer as a 'spacious and residential store that focuses on price, with a well-adapted range that covers all everyday needs'.

Source: esmmagazine.com



USA

Albertsons

Albertsons to deploy AI-powered food waste-reduction tech chainwide

The technology, called **Afresh**, allows the grocer to determine how much of a fruit or vegetable to order by crunching a variety of data points reflecting store-level customer demand, historical sales data and perishability. Taken together, that information allows Afresh to help fresh department managers avoid being left with unsalable food or inadvertently selling food that might spoil faster than customers expect. Source: grocerydive.com

GERMANY

REWE
DEIN MARKT

REWE launches new sustainability campaign

Germany's **REWE Group** has rolled out a new omnichannel campaign that will highlight the contribution of shoppers in transitioning to sustainable choices. The '**Gutes beginnt mit mir**' (good things begin with me) campaign will highlight the impact of each purchase decision on animal welfare, packaging, and climate through product-related figures. The retailer will share details and data related to sustainability in an easy-to-understand format on its website. The new campaign aims to encourage shoppers to make a difference by choosing organic products offered at REWE, among others. Source: esmmagazine.com



BELGIUM

DATS 24

Dats 24 opens Belgium's largest charging plaza

As part of its drive to triple its charging points to around 1,000 by the end of 2022, **Dats 24** has opened a semi-public charging plaza at the **Colruyt Group**'s head office. The new charging plaza has 54 charging stations and one fast charger and can accommodate 109 electric or hybrid cars at one time. Source: retaildetail.nl



THE NETHERLANDS

JUMBO

Jumbo introduces instant on-demand delivery

Following a strategic partnership between **Jumbo** supermarkets and delivery company **Gorillas**, Jumbo shoppers will be able to use the Gorillas app to have Jumbo products delivered to their home. This is the latest partnership Gorillas' has entered into, alongside other leading retailer collaborations with **Casino Group** (France) and **Tesco** (UK).a.

Source: nieuws.jumbo.com



USA

Wakefern
FOOD CORP.

Wakefern elevates customer experience

Wakefern Food Corp. is to pilot an 'autonomous supermarket' that offers a cashierless and frictionless checkout experience. The grocer has also joined forces with **flexEngage** to offer personalized messaging on digital receipts for purchases made in-store and online to enhance the journey and boost loyalty.

Source: progressivegrocer.com

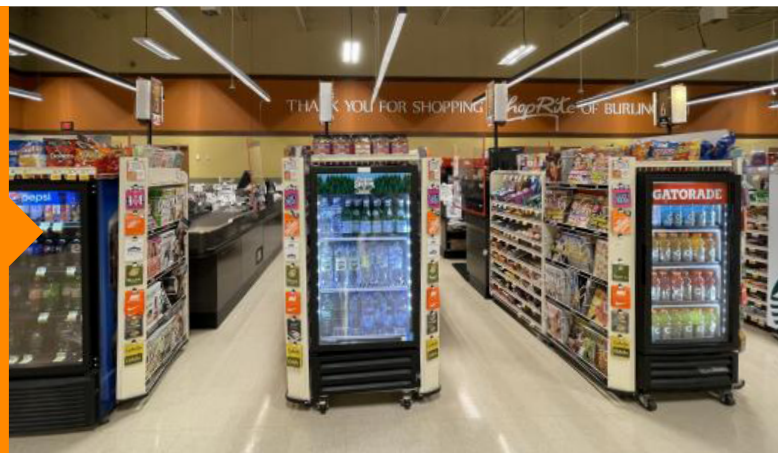


UK



Aldi launches first checkout-free store

Shoppers at **Aldi Shop&Go** can use the Aldi Shop&Go app to complete their shop without scanning items or checking out. The new concept store uses innovative camera technology, provided by **AiFi**, to track items picked up by shoppers and automatically charges them using their preferred payment method. Source: aldiexpresscentre.co.uk



UK

McDonalds pilots new rewards programme

Shoppers at **McDonalds** can earn free food and drinks thanks to a new **MyMcDonalds Rewards** programme that is being piloted in 10 restaurants ahead of a wider rollout. For every pound spent, participants in the programme will earn 100 points. When they accumulate 1,500, 2,500, or 4,000 points, they can redeem them for a free meal or charity donation.

Source: pymnts.com



BULGARIA

BILLA

Billa Bulgaria introduces Zwilling Fresh & Save

Shoppers at Billa Bulgaria's 143 stores can now take advantage of an innovative Zwilling Fresh & Save programme. Billa shoppers can collect points (on the app or a paper stamp) and scan a QR code on the lid of a vacuum box to catalogue their stored food and receive a notification when the food is about to expire.

Source: BrandLoyalty



THE NETHERLANDS



JD.com opens click and collect grocery stores

JD.com has opened two innovative stores that lets shoppers collect food, cosmetics, clothing, household appliances, and other items that they ordered online. The stores, called **Ochama**, use robots and self-driving cars to prepare orders that shoppers place using the Ochama app. Home delivery is also an option. Source: nu.nl

UK

Aldi invests in British suppliers

Aldi's promise to prioritise home-grown suppliers has seen them invest an additional £1.6 billion with hundreds of British suppliers since the outbreak of the COVID-19 pandemic. 100% of the supermarket's eggs, fresh meat, butter, milk, and cream are now sourced from British suppliers.

Source: foodmanufacture.co.uk



BELGIUM



Delhaize roll out digital receipts

Delhaize shoppers can now choose to receive a digital receipt instead of a paper receipt. The move, which could save an estimated 162 tonnes of paper each year, makes Delhaize the first Belgian supermarket to offer digital receipts. Shoppers can select how they would like to receive receipts via the Delhaize website or app. Source: retaildetail.nl

BRAZIL



Carrefour brings Disney magic to shoppers

Thanks to a 100% digital program via the **Meu Carrefour** loyalty app, **Carrefour** shoppers can redeem one Carrefour Coin for one of eight **Disney - Back to School** products. For more information about BrandLoyalty's partnership with The Walt Disney Company click on the button.

Source: BrandLoyalty

[Read more](#)

ASIA



HungryPanda acquires two food delivery platforms

HungryPanda has become the Asian food delivery leader in Australia and New Zealand following the acquisition of two food delivery platforms - **EASI** (Australia) and **BUY@HOME** (New Zealand). The strategic alliance allows HungryPanda to improve its local operations and widen their choice of authentic Asian restaurants.

Source: retailnews.asia



UK

M MORRISONS

Morrisons to trial flexible four-day week

Employees at **Morrisons'** head office are to switch to a four-day week. The move is part of the **4 Day Week Global** campaign in a bid to improve both wellbeing and the environment. The supermarket chain is one of thirty British companies taking part in the campaign.

Source: retaildetail.eu

POLAND

Auchan

Auchan launches cloud-based loyalty program

Auchan has revolutionized its **Piggy Bank** loyalty program with a cloud-based version that allows for fully personalized offers and easy integration with additional services. Piggy Bank participants can also benefit from up to 1.5% return for every purchase and the indefinite right to return goods.

Source: wiadomoscihandlowe.pl



GERMANY

Delivery Hero
+ **foodpanda**

Delivery Hero to scale down Foodpanda operations

Following an increase in competition and labor shortages, food delivery group **Delivery Hero** has announced that it is to scale down its **Foodpanda** operations in Germany. It is also selling its Japan unit so that it can pursue other growth opportunities with larger potential.

Source: retailnews.asia

USA

BUYK

Buyk expands its 'ultrafast' delivery service

Buyk, a rapid online grocery service, plans to enter more US markets in 2022 starting with six strategically placed 'dark stores' in Chicago. The expansion will allow Buyk to fulfil online grocery orders for shoppers using the Buyk app with no delivery charge or minimum purchase required.

Source: supermarketnews.com



BRAZIL

ifood

iFood to use drones in its home deliveries

Home delivery company **iFood** is to introduce drones as part of its service. The drones will pick up orders from the chosen restaurant and deliver to a central station, where a delivery person will complete the journey to the customer's home. iFood is the first delivery company in America to use drones daily for commercial purposes.

Source: elpaisvallenato.com

USA

amazon

Amazon announces first physical fashion store

Shoppers at **Amazon's** first-ever physical fashion store will be able to browse apparel, shoes, and accessories brands. Called **Amazon Style**, the inaugural store will create a personalized experience using Amazon's technology and operations, such as scanning QR codes to check stock availability and to discover product information.

Source: retailinsight.ascentialedge.com



RUSSIA

Пятёрочка

Pyaterochka tests AR for store displays

To help employees with shelf layout displays, retail chain **Pyaterochka** is piloting augmented reality (AR) layouts instead of traditional shelf layouts printed on paper. As well as providing staff with easily accessible up-to-date plans, the AR layouts have resulted in the retail turnover of stores increasing by 2.8%. Source: retail.ru

WMF

INDONESIA

WMF shines on the Indonesian market

WMF's nationwide loyalty campaign runs across all 4 supermarket brands of **PT. Supra Boga Lestari** being **Ranch Market**, **Farmers Market**, the **Gourmet** by Ranch Market and **Day2Day** by Farmers Market. Source: BrandLoyalty



МСТИКЕРЫ

СОБЕРИ СВОЮ КОМАНДУ МСТИТЕЛЕЙ!

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SPAR



RUSSIA

SPAR

Spar launches new loyalty concept

Regular shoppers at **Spar** can benefit from a new Marvel Heroes loyalty program. The initiative includes digital Mstickers to collect in the app, as well as the chance to win a Sony PlayStation 5. Marvel merchandise to support the campaign will also be available, such as cups, plush toys, and glasses. Source: BrandLoyalty

GLOBAL

Envisioning omnichannel loyalty

2021 will go down as the year when fast retail change became the new normal. Online shopping took on a new dimension with e-commerce and Super Apps seamlessly weaving it all together. New food delivery services blurred the lines between grocery shopping and home dining which turned grocers into 'grocerants'. The surge of quick commerce (q-commerce) services literally exploded, leaving many still catching their breath. And, cryptocurrencies left their artificial realities to comfortably establish themselves in the real world.

Explore the complete article by BrandLoyalty's CEO Claudia Mennen via the read more button. Source: BrandLoyalty



Read more

Brand Loyalty

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

Happy people,
better business