

Things we see in retail & loyalty



DENMARK, SWITZERLAND, FRANCE



E.Leclerc



Retailers taking measures to combat energy price rises

Coop in Denmark, **E.Leclerc** in France, and **Lidl** in Switzerland are introducing measures to counteract the rising energy bills. Coop Denmark has turned down the temperature in all the group's stores and at its head office to limit the increase in energy bills and reduce energy consumption. The Danish retailer aims to set the temperature at 19 degrees across its operations, down from the current 21 degrees. Meanwhile, Lidl Switzerland will immediately switch off the lighting of the large Lidl logos on stores across Switzerland outside of their opening hours. The retailer will also implement further measures that are currently being prepared, while employees will be further trained about energy saving. E.Leclerc in France has also announced it will reduce lighting in stores to support the energy transition.

Source: esmmagazine.com



GERMANY



Lidl buys paper mill due to supply problems

The owner of the supermarket chain **Lidl** and German department store, **Kaufland, Schwarz Produktion**, has bought a paper mill for US\$50m to safeguard packaging supplies following supply disruptions. The **Maxau** paper production site in Germany is owned by the packaging producer and Finnish forestry group, **Stora Enso**. The company expects to close the deal in Q1 2023 and added that the site in Germany has an enterprise value of around 210 million euros.

Source: supplychaindigital.com



GLOBAL



Eataly set for global expansion

Italian retailer **Eataly** has received a cash injection of about US\$200 million, which it will use for further international growth. It will focus on North America, Europe, the Middle East, and Asia. An Italian investment company has taken a 52 percent stake in the business allowing Eataly to retire debt and maximize financial flexibility to fund Eataly's global expansion plans. The family of the founder, Oscar Farinetti, and other shareholders will maintain the minority 48 percent stake. Source: insideretail.asia



AUSTRIA



Billa launches new plant-based store concept: Billa Pflanzilla

Austrian supermarket chain **Billa** has launched a new store concept, **Billa Pflanzilla**, which focuses only on plant-based products, and boasts more than 2,500 SKUs. The move comes as the popularity of plant-based foods continues to rise in Austria. The new store consists of over 200 square meters, and specially trained staff are on hand to help shoppers with any questions about the product range. Source: esmmagazine.com

Viva Energy to buy convenience store business from the Coles Group

Coles Group is to sell its fuel and convenience business to listed **Viva Energy** for \$300 million in a deal that will have to satisfy the competition regulator and gain foreign investment approval. Assuming the deal proceeds, it will settle in the second half of next year, allowing Viva Energy to create what it describes as the largest fuel and convenience network under one operator. Viva Energy and Coles have been operating the business in a partnership that was otherwise scheduled to end in 2029. Source: insideretail.com.au



Shufersal opens first checkout-free store

Israel-based supermarket chain **Shufersal** has opened the country's first autonomous store where shoppers do not have to queue at checkout or scan any goods and where payments and receipts are settled digitally. So-called frictionless shopping is gaining traction globally as grocery giants look to keep costs down amid razor-thin margins and fine-tune inventory and supply chain management while making shopping more convenient for shoppers.

Source: esmmagazine.com



Spain shows its superpowers with two Marvel programs



Shoppers across Spain can now embrace their superpowers with **MARVEL** programs at both **Carrefour** and **Eroski**. Carrefour is now offering shoppers the chance to collect a range of MARVEL cards in its latest loyalty program. The program started on 24th August, and shoppers will receive one card for every 30 spent. Meanwhile, shoppers at Eroski, one of the most popular retailers in the north of Spain, can collect Spiderman, Iron Man, Captain Marvel, or Captain America unique plush or mugs to-go. The program runs until 26th October.

Source: BrandLoyalty

Vietnamese retail conglomerate launches all-in-one WinLife ecosystem

Vietnamese FMCG company **Masan** has introduced what it terms a "one-stop shop ecosystem" dubbed **WinLife**, opening 27 **Win** stores across Hanoi and Ho Chi Minh City. Masan plans to roll out 100 Win stores in the country by the end of this year. The concept store offers daily-use services and products, integrating its convenience store format WinMart+, financial services from Techcombank, its own pharmacy DrWin, cafe kiosk Phuc Long and telecommunication services provider Reddi. Source: insideretail.asia



K-Group stores see more demand for 'Red-Label' products

Finnish retailer **K-Group** has witnessed an increase in popularity for discounted products that are close to expiry and are offered at a reduced price. According to a survey conducted in August 2022, 69% of Finns say they buy so-called 'red-label' products at a reduced price on the last day of use. Interest in 'red-label' products is growing, with an increase of 5% compared to the corresponding survey in June, the retailer noted.

Source: esmmagazine.com



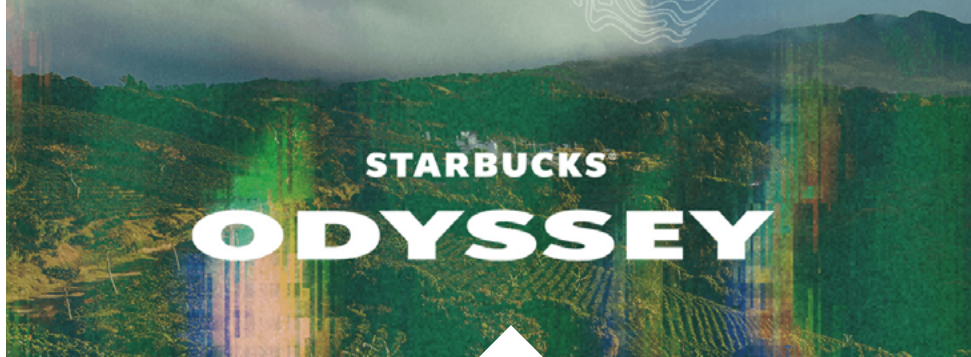


Alla cassa e online a soli 2,99 €

Collect, build, and create a DisneyVillage Italy!

Esselunga is now offering shoppers the chance to instantly redeem a new sustainable reward every time they spend €25 in store. The new

DisneyVillage concept includes buildable Disney designed figurines and buildings to create 3D paper miniatures of the Disney Village. The range includes 28 miniatures: 22 Disney and 6 Esselunga items. Source: BrandLoyalty



USA

Starbucks to offer NFT-based loyalty program

As one of the first companies to integrate NFTs with an industry-leading loyalty program at scale, **Starbucks** will create an accessible Web3 community that will enable new ways to engage with members and partners (employees). The new **Starbucks Odyssey** experience allows members to earn and buy digital collectible stamps (NFTs) that will unlock access to new, immersive coffee experiences.

Source: stories.starbucks.com



GLOBAL

whywaste

SPAR

SPAR enters international partnership agreement with Whywaste

SPAR International has announced a worldwide partnership with food tech company **Whywaste** to support its food waste reduction strategy. SPAR country organizations will be able to use Whywaste's digital solutions in their day-to-day operations to reduce food waste in stores. This is the third partnership that SPAR has announced to support food waste reduction, following agreements with **Gander** and **Too Good To Go**.

Source: spar-international.com



LUXEMBOURG

Cactus

Cactus looks to make communications more sustainable

Luxembourg-based retailer **Cactus** has announced a new marketing and communications strategy, which it says will be more sustainable. From 1st September, the retailer will announce more promotions through the Cactus app, online newsletters, and social media, and rely less on paper leaflets. Source: esmmagazine.com

Editorial

Super Indo rewards shoppers in Indonesia with Royal VKB storage



Super Indo, which has stores spanning 40 cities across Indonesia, has launched a new loyalty program featuring **Royal VKB** glass storage. The program runs until 4th January, and features impactful activation across Instagram Live as well as WhatsApp, TikTok, and in the My Super Indo app. Source: BrandLoyalty

CANADA

Gap Canada launches new loyalty rewards program

Gap has announced a new loyalty rewards program across Canada: **One Membership. Four Brands.** The new program allows members to earn points, redeem rewards, and enjoy member benefits within its four brands: **Old Navy, Gap, Banana Republic, and Athleta.** Members can shop across all four brands and no matter which brand they enrolled in or how they spend, all their points will be in one place.

Source: gapinc.com



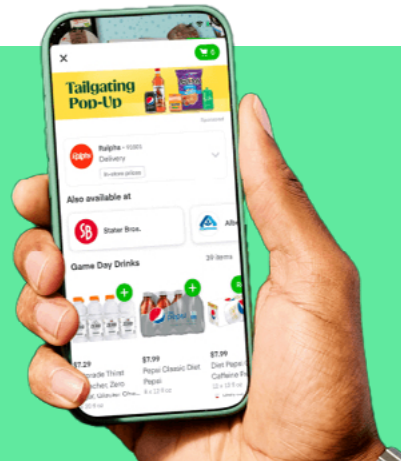
USA



Instacart and Pepsi team up for the 2022 Autumn football season with new pop-ups

As the fall football season kicks off, **Instacart** has announced a partnership with **Pepsi**, as one of the first brands to leverage **Instacart Pop-Ups**. Pop-Ups are a new way for people to shop for seasonally relevant moments by showcasing a curated selection of relevant products — all delivered via Instacart's retail partners.

Source: instacart.com



USA

Wegmans

Wegmans stops its self-scanning app as shoplifting increases

North American based Wegmans Food Markets has dropped its pandemic-era mobile app that allowed shoppers to scan and bag items themselves during their shopping trip. Developed in 2019 and ramped up during the height of COVID-19 safety protocols and practices, the retailer's Scan app has been discontinued in September due to the increase in shoplifting losses.

Source: progressivegrocer.com

BRAZIL

Carrefour Brazil launches Forest Committee

The **Carrefour Group** in Brazil, one of the largest food retailers in the country, has announced the creation of a Forest Committee, as part of its commitment to combating deforestation. The committee comprises five volunteer members who form a collective of national and international names with experience in the subject. The group will also invest €10 million (approximately R\$56 million) in efforts to preserve Brazilian biomes.

Source: esmmagazine.com

Carrefour 



Editorial

Cutting-edge loyalty campaigns in China & Taiwan with ZWILLING knives

Following the rise of the home cooking trend during the COVID-19 lockdown, **Aeon** has launched a loyalty program offering a range of five knives from the **ZWILLING** Profile range. The program is 100% digital and will run in the retailer's Aeon WeChat mini program. In addition, shoppers at **PX Mart** in Taiwan can also collect for ZWILLING Profile knives. The retailer is also offering 5,000 limited edition fully complete sets of knives, containing six pieces, as one reward. Shoppers can collect physically and digitally via the PX Pay app. Source: BrandLoyalty



DENMARK

coop

Coop Denmark unites retail chains

Coop Denmark is bringing some of its biggest retail chains together under unified banners, as it seeks to become "more efficient, simpler and cheaper for customers," according to managing director Kræn Østergård Nielsen. The group's **SuperBrugsen** and **Kvickly** banners will be operated as one unified chain, becoming Denmark's largest supermarket chain.

Source: esmmagazine.com



CANADA

Pattison Food Group

Pattison Food Group joins AIR MILES Reward Program

Loyalty Ventures Inc., a provider of tech-enabled, data-driven consumer loyalty solutions, has announced that its **AIR MILES Reward Program** has added grocer **Pattison Food Group** as part of its card-linked offers promotion. Started in September, AIR MILES collectors who link any Canadian-issued Mastercard to their AIR MILES account can earn Miles on eligible purchases at any of Pattison Food Group's 257 locations. Pattison Food Group consists of eight grocery banners, and its largest is **Save-On-Foods**, a well-known retail chain with 176 stores across Western Canada. The other participating banners are **Buy-Low Foods**, **Quality Foods**, **Choices Markets**, **Urban Fare**, **Nesters Market**, **PriceSmart Foods**, and **Nature's Fare Markets**, bringing this points-earning opportunity to customers in markets of all sizes throughout Western Canada. Source: grocerybusiness.ca

THE NETHERLANDS



Albert Heijn launches new food waste prevention program

Ahold Delhaize brand Albert Heijn has launched 'AH Overblijvers' (AH Leftovers), a food waste reduction initiative that enables shoppers to purchase items that are approaching their best before dates for a reduced price. The discounted products are available in-store and online for in-store collection through the retailer's app. AH Overblijvers is expected to save 4.5 million kilos of food waste annually with this initiative, a significant step as the retailer works toward meeting its goal of wasting 50% less food in 2030 compared to 2015. Source: nieuws.ah.nl



Editorial



Shoppers at Konzum Croatia go crazy for Fixeez

Shoppers at **Konzum** Croatia can now collect a range of **MyFixeez**, reusable stickers that can be used on clothes, books, shoes, and much more, for a limited time. There are 36 unique designs to collect. Next to digital activations, Konzum even used a TikTok-style TVC to inspire the next generation to participate. Source: BrandLoyalty

CZECH REPUBLIC



Albert grows produce directly in-store

Albert is the first retailer in the Czech Republic to test a hydroponic system that grows herbs and leafy vegetables in-store. The hydroponic garden is based in Albert's hypermarket in Prague, where plants are grown under special conditions and in ideal light. Hydroponics allows cultivation anywhere and offers an organic solution full of nutrients, with no soil necessary and no sprays nor GMOs needed. During this month, the garden will grow herbs and salads such as basil varieties, mint, dill, and red leaf lettuce. Shoppers can also purchase these items and see how it's grown within the supermarket. Source: aholddelhaize.com



UK

TESCO

Tesco creates viral hit with 'voice of the checkout' TikTok competition

Tesco has launched a 'voice of the checkout' competition across social media platform TikTok, calling for shoppers to enter for the chance to become the new voice of Tesco self-checkout tills. The competition was announced on Tesco's TikTok page and was its first post on the popular video-based social media platform. The competition – which has been shared using the hashtag #TescoVoiceOfCheckout has already captured the attention of TikTok's users, driving more than 83,000 users to follow the account and the post gaining more than 900,000 views. Source: etailgazette.co.uk





UK

Sainsbury's launches 'walk-in freezer' concept store

Sainsbury's

Sainsbury's is set to open a new concept store 'Sainsfreeze' to give away frozen groceries for free and show its customers how to freeze foods to reduce waste. The store will offer fruit and veg, dairy, meat and fish – but everything will be frozen, and it's all being given away for free. The pop-up will resemble a freezer with familiar food items frozen in innovative ways to help reduce food waste, keep nearly 'off' items fresh for longer and help maximize space. Source: famouscampaigns.com

CANADA

METRO

Metro launches revamped rewards program for Quebec

Metro Inc. is launching a new version of its 12-year-old rewards program for Quebec shoppers **Metro and moi**. Now known as MOI, the new reward program is more personalized and will launch in Spring 2023. Source: grocerybusiness.ca



POLAND

Carrefour Poland and PepsiCo launch eRobots pilot promotional program

Carrefour and **PepsiCo** have started a pilot promotional program in Poland using modern self-propelled eRobots. Two devices selling Pepsi drinks and Lay's chips can already be found in Carrefour stores located in Westfield Arkadia and Galeria Wileńska shopping centers in Warsaw. Robots interact with shoppers and make the purchasing process more attractive, improving the shopping experience for Polish consumers. Source: wiadomoscihandlowe.pl

Carrefour

THE NETHERLANDS

DEKAMARKT

DekaMarkt opens 'Fresh and convenient' concept store

Dekamarkt has opened its first 'Fresh and convenient' store in Bergen putting fresh food at the heart of the concept. This includes freshly roasted nuts, an extensive wine department, 'ultra-fresh' meals and an in-house butcher's shop. Source: levensmiddelenkrant.nl



Editorial

Daiso shoppers embrace digital collecting across Japan

DAISO JAPAN

Shoppers at all 3,500 **Daiso** stores across eight regions can now collect digitally for the new loyalty campaign. The rewards include **Royal VKB** silver knives, **Honey Teddy Bear**, **Peter Rabbit** dinnerware, **Joseph Joseph** kitchen items, and **Peter Rabbit Kawaii**. The digital collection also allows shoppers to gift their stamps to family and friends, making it even easier to collect than ever before.

Source: BrandLoyalty



Editorial

Retailers in Switzerland and Romania embrace the outdoors with National Geographic

valora

Swiss retailer **Valora** has introduced its latest loyalty campaign featuring the **National Geographic** outdoor range. Shoppers can collect for one of six National Geographic items after spending CHF 50 or after buying one of the National Geographic magazines in-store. This outdoor range plays well into the Swiss heritage and the active lifestyle of Swiss consumers. In addition, Shoppers at **Auchan** Romania can collect for a range of seven sustainable plush, in the form of a bear, flamingo, elephant, cheetah, wolf, seal, and a whale. Source: BrandLoyalty

Brand Loyalty

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

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better business