

Things we see in retail & loyalty



CANADA



AIR MILES. x



AIR MILES becomes the first brand-agnostic loyalty program of the Metaverse

The **AIR MILES Reward Program** has announced that it has partnered with **Tokens.com** and **Metaverse Group**, becoming the first brand-agnostic loyalty program of the Metaverse. The partnership will open the doors for AIR MILES to create innovative new channels, meaning partner brands can connect with consumers while extending the scale of the program in the digital world. The AIR MILES currency is currently issued at more than 300 leading Canadian, global, and online brands and thousands of retail and service locations across the country. This breadth and scale of its existing partnership models, coupled with the engagement of the millions of Canadians who carry the AIR MILES card in their wallet or have the app on their phone, puts the program in a unique position to leverage this new partnership to extend its reach and impact into the Metaverse.

Source: loyalty.com



UK



Lidl introduces 'Lidl Bear' for Christmas

Lidl is encouraging shoppers to focus on the importance of family and friends this Christmas with the introduction of the '**Lidl Bear**', a new festive brand mascot. The Lidl Bear story was launched in November as part of the discounter's Christmas campaign. Although the retailer's rival **Aldi** has seen huge success selling **Kevin the Carrot** merchandise, Lidl won't be following suit with Lidl Bear. Instead, the character will be at the forefront of the supermarket's charitable drive this Christmas, with a nationwide donation initiative – Lidl Bear's Toy Bank – to deliver new or unwrapped toys and games to children across the UK.

Source: marketingweek.com

EUROPE & LATIN AMERICA

Carrefour Group and Publicis Groupe to address the booming retail media market

Carrefour Group and **Publicis Groupe** have announced their intention to launch a joint venture to address the booming retail media market in Continental Europe and Latin America. Together they will leverage their leadership positions across respective industries, to bring to Europe and Latin America the same scale and connectivity that is enabling the retail media boom in the U.S.

Source: businesswire.com



UK

Aldi launches 'Aldi Originals' sportswear range

Aldi has launched its own clothing collection, which features a range of original sportswear, dubbed '**Aldi Originals**'. The limited-edition, sportswear-inspired Aldi Originals fashion line, features hoodies, joggers, sneakers, and a Christmas onesie. When it was initially launched online, the range sold out just hours after launching. The sportswear range will also become available in the stores Source: retailgazette.co.uk



Happy holidays: sparking festive magic in retail

It's the most wonderful time of the year! Nothing can be more true for shoppers across the globe as retailers immerse themselves in the season full of joy and kindness with new loyalty programs.



Shoppers in Switzerland have met **Charly the hedgehog**, the new character leading the latest loyalty program at **Coop**. During this campaign, shoppers can take home products for free, such as towels, mugs, and a plush of Charly.



At **New World**, shoppers can experience the magic of Christmas with **Spiegelau**. With additional delicious recipes on offer for drinks and food, New Zealanders will be able to really make the most out of their favorite glassware items.



Mercator, the biggest retailer in Slovenia has launched a magical **Little Village** campaign. Shoppers will get one of 24 houses for free for each €15 spent. The collection consists of nine supplier-funded and 15 generic houses, a collectors' box, a playing field with LED lights, and a 3D background for an even more interactive setup.



Shoppers at **El Corte Inglés** in Spain can set their Christmas tables with the elegant range of **vivo | Villeroy & Boch glassware**. With red and white wine glasses, champagne glasses, gin and tonic glasses, water glasses, and a carafe available to collect.



As the holiday season approaches, **Disney** and **Carrefour France** have launched a new loyalty program in the colors of Disney's **'The Magic of Being Together'** Christmas campaign. Shoppers can collect four adorable plush toys from the **Mickey and Friends Collection**.

Source: BrandLoyalty

SPAIN & CANADA

Pinduoduo's Temu to expand business in Canada and Spain

Pinduoduo's overseas e-commerce platform **Temu** is planning to expand its business in Canada, and has Spain in its sights. Temu has also launched a new logistics model named **'Just-In-Time'** for sellers, aimed at greater cost savings for the platform itself. Previously, Temu sellers were required to stock their products at the company's warehouse in Guangzhou, with Temu covering the shipping fees. But sellers now prepare and ship the products to Temu's warehouse.

Source: technode.com



BELGIUM



Sligro takes over Metro stores, saving 500 jobs

The Dutch food service wholesaler **Sligro** will take over the **Metro** stores of the ailing **Makro**. Sligro is saving more than 500 jobs having paid more than 55 million Euros for the retail chain. Unfortunately the future of the other 1,400 Makro Belgium employees, is still unknown. Source: foodservicealliance.be

GERMANY

EDEKA introduces a new reusable system for out-of-home consumption

EDEKA is taking a further step in waste prevention and is introducing its own reusable system for out-of-home consumption with **regood**. Whether hot counter, salad bar, or catering business – the regood cups and bowls can be used anywhere. Shoppers can purchase the reusable containers for a deposit at their participating EDEKA or **Marktkauf** store and return them after use for a refund. The reusable containers made in Germany will be available from January 2023. Source: verbund.edeka





Gorillas' first loyalty campaign with koziol

GORILLAS

Gorillas, the quick online delivery food service, has launched its first loyalty campaign in The Netherlands, with the sustainable brand **koziol**. Over 12 weeks, shoppers who make 5 orders, above a certain spend level, will receive a free storage item, which also helps to reduce food waste.

Source: BrandLoyalty

More about the campaign

UK

TESCO

Tesco cuts plastic from bakery favorites

Tesco is rewinding the clock to the days of traditional bakeries by removing plastic from a number of its most popular items and selling loose loaves of bread. This will result in the annual removal of 33 million pieces of plastic from loaves of bread and doughnuts, and reduce the plastic used to pack breakfast pastries by more than 120 tonnes each year.

Tesco recently invited suppliers to a sustainability event to discuss new ways to eliminate even more plastic waste where it matters most. As a part of the event, Tesco set out a new aim to work with suppliers to remove plastic from five billion own-brand and branded products sold each year by 2025.

Source: tesco plc.com



AUSTRALIA AND NEW ZEALAND

MARS

Mars to use paper-based wrappers in Australia and New Zealand

Mars is launching recyclable, paper-based packaging from April next year for its most famous products Mars, Snickers and Milky Way. Mars Wrigley's move to paper-based wrappers for its chocolate bar lines marks a world-first for the company and is in line with the growing global trend for brands to switch from single-use plastics and adopt fiber-based packaging materials that are kerbside recyclable. The packaging, made from sustainably sourced FSC-certified paper, will be implemented in 2023 in markets across the globe. By the end of 2023 the thin plastic barrier will also be removed from the packaging.

Source: packaging-gateway.com



GERMANY

REWE

REWE plans to deliver e-food by robot in Hamburg

Following the discontinuation of **Amazon's** delivery robot test in the US, the **REWE Group** has announced it plans to be the first grocer to use small robots to deliver food in Hamburg. By the end of 2022, three delivery bots are expected to be used for REWE in the city.

Source: corporate.target.com

GLOBAL

Retailers use Eco-Score (or Planet-Score) on private labels

The **Eco-Score** indicates how sustainable a product is and how large its ecological footprint is, by using a recognizable letter and color combination, ranging from a dark green A (low impact) to a red E (high impact). The score is calculated based on the life cycle of products and some additional criteria such as certification, origin, or packaging. Retailers that have already introduced the Eco-Score include **Colruyt** in Belgium, **Eroski** in Spain and **Coop** in Switzerland.

Source: Multiple sources known at editorial



POLAND

Carrefour Poland and Circle K join forces to launch a promotional program

Circle K and **Carrefour** in Poland have joined forces by launching a promotional program, allowing shoppers to receive discount coupons that will enable them to save on everyday shopping. This discount also applies to fuel stations, meaning discounts obtained in Carrefour supermarkets can be used by the 'Extra' loyalty program members at any time during a visit to Circle K stations.

Source: wiadomoscihandlowe.pl



USA



Daiso eyes increasing its US store network more than 10-fold

Japanese ¥100 shop operator Daiso Industries aims to increase the number of its stores in the United States more than 10-fold in the long-term, as soaring inflation has spurred more American consumers to look for high-quality products on a budget. The value retailer currently operates more than 80 U.S. stores and plans to eventually bring the total number of its U.S. stores to 1,000.

Source: retailnews.asia

EUROPE

Just Eat Takeaway.com and Getir announce pan-European partnership

Just Eat Takeaway.com is partnering with ultrafast grocery delivery company **Getir** across Europe. The grocery delivery company's entire product portfolio will be integrated into Just Eat Takeaway.com's marketplace and delivered directly by Getir couriers. The partnership begins in Germany, with approximately 2,000 items ready for shoppers to buy online from all Getir stores, through **Lieferando's** app and website. The partnership will be rolled out to other European markets including the UK, Spain, Italy, and France in the coming weeks.

Source: justeattakeaway.com





UK



Morrisons launches new loyalty card

UK retailer **Morrisons** has launched a new loyalty card offering exclusive discounts for members. The scheme will be rolled out across stores with the new discounts available for its **My Morrisons** users. Selected discounts are for loyalty cardholders only, and the scheme converts all savings into pounds which are available to spend immediately, meaning shoppers no longer need to save up points or wait for vouchers. Source: retailgazette.co.uk

Supermarkets score with WorldCup loyalty campaigns

Retailers across the globe are getting behind their national football teams with the launch of entertainment loyalty campaigns for their shoppers.

In the Netherlands, **Albert Heijn** launched uniquely designed patches for shoppers to cheer for the Dutch soccer team. In total, there are 15 must-have patches to collect.



SPAR Kwazulu-Natal in South Africa is bringing the **FIFA World Cup** sensation to stores with its own limited edition soccer ball campaign. Shoppers can collect 12 unique soccer balls.

USA



Target unveils larger format store to support same-day fulfillment

Target is introducing a new large-format store of approximately 150,000 square feet, around 20,000 square feet larger than its average store size. The larger stores will offer Target's broad assortment of merchandise while also providing greater scope to support its same-day fulfillment services, delivering on its stores-as-hubs strategy for digital fulfillment. The new larger format store design will become its primary development focus in the coming years, with the first location recently opening just outside Houston, Texas.

Source: corporate.target.com



Shoppers at **REWE** in Germany can collect 35 soccer cards. Cards can be uploaded to a dedicated REWE app, this gives shoppers the opportunity to win one special card for their collector's case. There are only 100 limited editions of each card in circulation. Source: BrandLoyalty



ARGENTINA



Dia Argentina opens 24-hour store format

The Spanish supermarket chain **DIA** is transforming the format of its 935 stores in Argentina, to 24-hour-a-day operations. DIA Argentina announced it plans to spend a total of 100 million dollars between 2021 and 2023 renovating the current stores and opening new locations.

Source: america-retail.com