

THINGS WE SEE IN RETAIL & LOYALTY



FRANCE

Carrefour 

Carrefour France to trial Standi stamp distribution

Carrefour France is using BrandLoyalty's global innovation, Standi, to distribute l'Atelier du Vin glassware loyalty stamps in one hypermarket and one supermarket. Standi allows the correct number of stamps to be distributed to shoppers without support from staff or POS integration, which saves invaluable time at the checkouts.

Source: BrandLoyalty

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CANADA

Lowe's Foods introduces contactless grocery pickup lockers

Lowe's Foods has joined forces with Bell and Howell's QuickCollect Solutions unit to offer shoppers the option of collecting their online grocery orders from temperature-controlled lockers. Initially targeting office and corporate campus locations, the pickup pilot meets the growing demand for online grocery shopping and convenient contactless delivery. Source: supermarketnews.com



USA

amazon

Amazon launches first cashier-less full-size grocery store

Amazon has opened in Washington area a 25,000 square foot Amazon Fresh store using its cashier-less Just Walk Out technology, which uses overhead cameras and pressure-sensitive shelves to monitor what shoppers put in their carts. It is the first time the easier and faster shopping technology has been used in a full-size store following successful launches in 13 smaller locations. The Just Walk Out technology lets shoppers enter the store by scanning a QR code in the Amazon app, inserting a linked credit or debit card, or scanning their palm. When they finish shopping, they're automatically billed for their items and receive a digital receipt. Source: theverge.com

GERMANY

REWE
DEIN MARKT

The Rewe Group launches first ever resource-saving supermarket

The Rewe Group has opened the first supermarket in Europe with a resource-saving food production facility on the roof. The Green Farming Market is sustainable throughout with wooden panelling and a glass roof. The circulatory system of using excretions from fish bred on-site to fertilise basil plants on the roof, uses 90% less water than traditional agriculture. Source: watson.de



CYPRUS



Gas and glassware for shoppers at Petrolina

Petrolina gas station in Cyprus has introduced a new loyalty programme. For every 10 euro spent, shoppers will receive a stamp. Once they have eight stamps, they can redeem them against a range of **Spiegelau Capri** glassware. Source: BrandLoyalty

UK & FRANCE



Tesco and Carrefour to go their separate ways

Three years after striking a purchasing agreement designed to combine their buying power so they could offer shoppers lower prices and more choice, **Tesco** and **Carrefour** have announced they are ending their buying partnership. Source: retail-week.com

USA

Neighborhood
Goods

Neighborhood Goods launches new in-store concept

Consumer-packaged goods (CPG) from digitally native brands that might not otherwise have a physical presence is the focus of **Neighborhood Goods**' new in-store concept. The move is designed to give shoppers the chance in which to sample up-and-coming products that may have been selling exclusively online. Source: retaildive.com

PORTUGAL



Aldi launches new urban and convenience format

With the goal of being closer to its customers who live in urban areas, **Aldi** has opened a new store format based on proximity and convenience. The store is located in a Lisbon neighbourhood and is committed to reduce food waste.

Source: esmmagazine.com



BELGIUM



Anti-waste app Phenix expands to Belgium

French company **Phenix** has entered the Belgium market. The app aims to reduce food waste by letting shoppers purchase unsold food leftovers from traders at a reduced price. Initially starting in Belgium with 200 Belgian partners, Phenix plans to eventually cover Belgium's 30,000 retail and hospitality stores. Source: retaildetail.eu

SPAIN



Carrefour introduces real-time online grocery shopping service

Carrefour and **Lola Market** have collaborated to offer shoppers an online grocery shopping service with a personal shopper. Using the Lola Market app, customers can see and speak to a personal shopper in real-time. The unique shopping experience is available in 11 Carrefour Market establishments and lets shoppers select items to be delivered in one hour or at a selected time. Source: distribucionactualidad.com

AUSTRIA



vivo | Villeroy & Boch Group cutlery and ovenware entice shoppers at Maximarkt

BrandLoyalty has launched a loyalty programme with **Maximarkt** in 2021. The new scheme lets shoppers collect **vivo** cutlery and ovenware in stores across Austria. Source: BrandLoyalty

USA



Innovative in-store CCTV speaks to customers

To help reduce theft, some **7-Eleven** stores have introduced CCTV cameras monitored by remote workers in India who can speak directly to customers. Designed by security tech company **Live Eye Surveillance** to deter thefts and improve profits, the cameras offer 24/7 surveillance and allow the remote workers to ask customers if items have been paid for and prompt cashiers to call the police if theft is taking place. Source: businessinsider.com

USA



Online bulk products retailer Boxed to go public

Boxed is set to enter its next phase of growth by becoming a public company via a merger with **Seven Oaks Acquisition Corp.** The merged company, called Boxed Inc., plans to monetise Boxed's proprietary, end-to-end, eCommerce technology via a software-as-a-service offering. Boxed co-founder Chieh Huang will remain CEO with Seven Oaks' Chairman, and CEO Gary Matthews serving as chairman. Find out more about Chieh Huang's journey from garage to retail rising star here. Source: supermarketnews.com

[Read more >](#)

AUSTRALIA



Macro introduced eco-friendly cleaning products

Macro Wholefoods' new range of eco-friendly household cleaning products lets shoppers clean their homes without harsh chemicals. The range of laundry powders, multi-purpose sprays, kitchen liquids and tablets is not tested on animals, is free from synthetic fragrance and dyes, and is independently certified by **Good Environmental Choice Australia** (GECA). Source: retailnews.asia

USA



Heinen's launches 'pharmacy of the future'

To help customers improve their health, Ohio-based grocer **Heinen's** has launched **Club Fx**, a health and wellness programme for loyalty club members. Benefits include a weekly email with nutritional tips, healthy recipes, product discounts and free in-store services with a wellness consultant. Source: winsightgrocerybusiness.com

AUSTRIA



Unimarkt cooks up loyalty programme with WMF cookware

For the first time in six years, **Unimarkt** is offering shoppers a loyalty reward scheme featuring **WMF** cookware products at its 130 stores across Austria. Source: BrandLoyalty

CANADA



IGA's new stamp redemption scheme helps reduce food waste

Canadian shoppers can now use their **IGA** stamps to get **RoyalVKB** glass storage products. Designed to help reduce food waste, the RoyalVKB containers include a dial feature on the lid that indicates the date. To complement the range, shoppers can also select a set of reusable snack bags made from recycled material. Source: BrandLoyalty



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NORTHERN IRELAND



SPAR unveils fresh food shopping experience in Northern Ireland

Shoppers in Doagh, Northern Ireland, can enjoy a great fresh food shopping trip close to home thanks to the launch of the first **EUROSPAR Fresh** concept store. The community supermarket is tailored to meet the demands and needs of local shoppers looking for fresh produce and fresh meat conducive to making a meal. Source: spar-international.com



Coop Supermarkten introduces a new shopping experience

Coop Supermarkten shoppers can combine supermarket shopping with a visit to the drugstore thanks to COOP's partnership with drugstore **DA**. The new concept, **DA select**, will feature a separate drugstore at the front of the supermarket where shoppers can get advice from a certified drugstore employee and select health items and products from the full DA house brand range. Source: levensmiddelenkrant.nl



Shopee launches in Latin America

Shopee, the largest eCommerce platform in Southeast Asia, is expanding to Latin America with launches in Colombia and Chile. Although it's not Shopee's first foray into the market – they already have a presence in Brazil and Mexico – it highlights Latin America's high potential for growth with the eCommerce market set to reach \$98 billion by 2026.

Source: technasia.com

Groccermania opens its first dark stores

Having launched in 2018, the on-demand grocery delivery app **Groccermania** is expanding with two 'dark stores' that will help to digitally connect local producers with customers via the more cost-effective storage system. The new initiative, **GM Local**, will let users in the same areas as the 'dark stores' receive their orders within 10 to 15 minutes. Source: kamcity.com



Pick&Go opens third AI-powered unmanned grocery store

The Singaporean retail chain **Pick&Go** has opened its third cashier-less, checkout-free convenience store called **My Village**. The new AI-powered space was designed to enhance the shopping experience with a multi-sensorial experience that includes a 'fragrance intelligence' scent to boost moods. By the end of 2021, the My Village store is set to showcase about 50 local brands. Source: insideretail.asia

Unilever launches world's first paper-based laundry detergent bottle

Unilever has utilised ground-breaking technology to reveal an innovative paper-based laundry detergent bottle that will launch in Brazil in 2022. Made from sustainably sourced pulp, the bottles have an internal coating that repels water and can be recycled in the paper waste stream. Unilever is also piloting paper-based haircare bottles. Source: unilever.com



SPAR rewards shoppers with exclusive RoyalVKB outdoor dining range

SPAR Eastern Cape is helping shoppers make the most of summer with an outdoor dining range reward programme. Customers get one stamp for every R100 spent at any SPAR store. Once they have 10 stamps, they can purchase a product from **RoyalVKB**'s colourful picnic dining range.

Source: BrandLoyalty

Tesco to close its international wholesale business

Tesco is set to shut down its international wholesale business by mid-2022. The division exports Tesco's own-brand range to 20 partners across the world and has been in operation for almost a decade. The supermarket giant has said it will redeploy affected staff to other areas of the business. Source: retailgazette.co.uk

USA



CVS Pharmacy introduces a more flexible rewards programme

CVS Pharmacy customers have more flexibility in how they earn and spend rewards thanks to the first changes to their **ExtraCare® Rewards scheme** in 20 years. The 2% back in ExtraBucks® Rewards will now show up moments after a purchase, and the 74 million members will also enjoy a new birthday benefit – \$3 in celebratory ExtraBucks® Rewards.

Source: cvshealth.com

GERMANY



Aspiring streamers could benefit from ALDI Gaming funding

To help the best young German streamers develop their profile and build a community, **ALDI Gaming** is offering funding to equip and train upcoming talent. The three winners of the “Heldenschmiede” will receive guaranteed airtime on **Twitch**, the world’s biggest live streaming platform, streaming equipment, and the chance to become an ALDI Gaming cooperation partner.

Source: aldi-nord.de

DUBAI



Deliveroo launches the world’s largest ‘dark kitchen’ in Dubai

On the back of a 114% global increase in orders for the first three months of 2021, **Deliveroo** has launched what it says is the largest ‘dark kitchen’ in Dubai. The Deliveroo Editions hub prepares and delivers dishes on behalf of over 12 restaurants featured on their delivery platform.

Source: thenationalnews.com

SWITZERLAND



A refreshing new addition for Coop shoppers in Switzerland

Shopping can be thirsty work. **Coop** shoppers in Switzerland can now rehydrate thanks to in-store filling stations serving freshly tapped beer and mineral water. Source: lebensmittelzeitung.net



FRANCE



Carrefour shoppers offered the ultimate wine tasting experience

Shoppers at **Carrefour** can collect a limited-edition range of red wine, white wine, and champagne glasses from prestigious family business **L'Atelier du Vin**. To complete the range, customers can also collect an exclusive Decanter and Sommelier coffret. Carrefour is further enhancing its promotion by enabling shoppers to get their L'Atelier du Vin items engraved for free. Source: BrandLoyalty



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HUNGARY



Competition leads to 32 new products for SPAR Hungary

Following a successful competition – ‘**Hungaricool by SPAR**’ – for Hungarian entrepreneurs to bring their products to market, **SPAR Hungary** has introduced 32 innovative new products. The items, which range from coffee and craft beer to biodegradable cutlery, were selected based on SPAR’s focus on sustainability and innovation. Source: spar-international.com

UK



Tesco to launch a checkout-free shop

Following a year-long trial at a **Tesco Express** in their head office, **Tesco** is to launch its first checkout-free store in a more urban environment with higher traffic. It is believed that shoppers will use their phones to scan items and payment will be taken automatically when they leave the store.

Source: gazette-news.co.uk

SPAIN



New recipes lead to ‘New Quality’ for DIA customers

To offer the highest quality at competitive prices, food distribution chain **DIA** has reformulated its own brand recipes. To promote the initiative to consumers, they have launched a fun and humorous ‘**Daily Quality Laboratory**’ campaign featuring two fictitious scientists in a laboratory giving each product the ‘New Quality’ seal of approval.

Source: diacorporate.com





RUSSIA



Lenta and vivo | Villeroy & Boch Group say cheers to customer loyalty programme

Shoppers at **Lenta** will have a summer to remember thanks to a new loyalty scheme that lets them collect and redeem digital stamps for a range of summer glassware from **vivo | Villeroy & Boch Group**. There's also a **Disney** range for kids including favourites such as Mickey & Minnie and Daisy & Donald. Source: BrandLoyalty

USA



United Supermarkets encourages shoppers to 'Be More Super'

Grocery chain **United Supermarkets** has launched a **Marvel** 'Be More Super' promotion in 96 stores with costumes, ice cream trucks, balloons and Avengers costumes. The initiative rewards shoppers with a Marvel MicroPopz! and trading cards with a \$25 purchase. The 'Be More Super' app lets customers add and trade digital cards, play games, and access Marvel recipes and an activity book. Source: BrandLoyalty



THE NETHERLANDS



Jumbo links blogs to baskets for easy ingredient purchase

Jumbo Supermarkten has linked 10 food blogs and culinary websites to its online shopping cart so visitors can order recipe ingredients with one click. Software from **Food Influencers United** links the recipes with the most suitable products so the more than three million Dutch visitors to its website can quickly and easily order what they need.

Source: levensmiddelenkrant.nl

INDIA



Flipkart introduces contactless payment option

Customers of **Walmart**-owned **Flipkart** can now pay for deliveries by scanning the QR code attached to their purchase and make a digital payment. This 'pay-on-delivery' technology gives peace of mind to customers who may be new to online shopping and minimises personal contact.

Source: retail.economictimes.indiatimes.com

HONG KONG



Deliveroo develops grocery deliveries in Hong Kong

Deliveroo and supermarket chain **ParknShop** have joined forces to offer Hong Kong shoppers grocery deliveries of over 1,000 different grocery items from 50 locations. Using the Deliveroo app, customers within 1.2km of a ParknShop store can get their items delivered in just 25 to 30 minutes.

Source: scmp.com

CANADA



Esso customers to benefit from enhanced loyalty reward programme

Loblaw Companies Limited and **Imperial Oil** have expanded their partnership to allow **Esso** customers to use their **PC Optimum** card to earn and redeem points when they refuel at an Esso station or shop at a Loblaw and Shoppers Drug Mart banner store. The existing Esso Extra programme will end in early 2022 and customers will be able to convert their points to PC Optimum points. Source: loblaw.ca