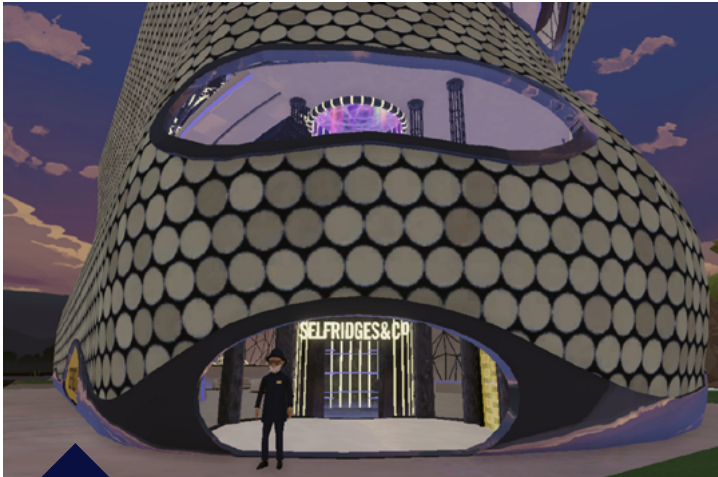


# Things we see in retail & loyalty

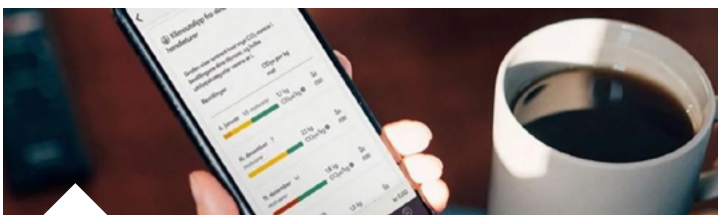


UK

SELFRIDGES &amp; CO

## Selfridges opens first department store in the metaverse

**Selfridges** has opened the first 'metaverse department store' as part of Decentraland's Metaverse Fashion Week. The department store, along with 70 other brands, will offer exclusive NFT versions of items for sale for use elsewhere in the metaverse, as well as NFTs that can be redeemed for real-world exclusive goods. Source: Internetretailing.nl



NORWAY

oda

## CO<sub>2</sub> receipts give shoppers carbon impact insights

Following the test of a CO<sub>2</sub> receipt at **Oda** supermarkets in Norway, where shoppers were given an overview of the carbon impact of their shopping basket, the retailer saw a decrease in the number of shoppers buying meat products. The test was implemented after shoppers said they found it almost impossible to assess which products are climate friendly. Other supermarkets across Europe are now looking at the CO<sub>2</sub> receipts to help shoppers become more educated about the impact of their weekly shop. Source: RTL News

GERMANY

REWE  
Dein Markt

## REWE launches first outdoor campaign with National Geographic

Shoppers at **REWE** in Germany can now collect loyalty points and redeem them for high-quality National Geographic Outdoor products! The campaign is the first of its kind at REWE, and a response to the growing desire for outdoor adventure and will equip shoppers with the best possible collection. From headlamps, multi-tools, sleeping bags to various backpacks, you can simply find everything you need. Because adventures do not have to be far away these days, they can also take place on your own doorstep.

Source: BrandLoyalty

[Learn more](#)

## Dein Abenteuer mit National Geographic!

Sammele jetzt bis zum  
28.05.2022 Treuepunkte für  
Outdoor-Prämien.

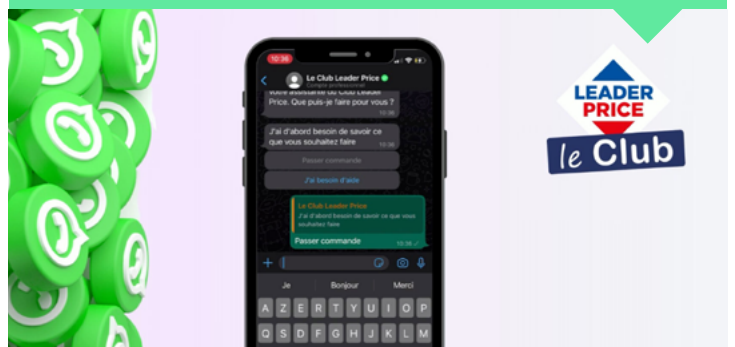


FRANCE

GROUPE  
Casino

## Shop through WhatsApp with Casino Group

Members of **Grupo Casino's** Le Club Leader Price loyalty program will soon be able to place orders through the text service WhatsApp. The initiative comes after the company's subsidiary in Colombia, Grupo Éxito, experienced huge success with the service, which is used by more than 600,000 customers. Source: revistainforetail.com



USA

## Walmart adds free Spotify to Walmart+ and gives membership free to staff

Following the launch of Walmart+ in 2020, **Walmart** has announced that it is giving its free-delivery subscription to associates, in part so they can sell it to customers based on experience. In addition, Walmart is partnering with Spotify to offer the retailer's Walmart+ members free access to Spotify Premium for six months period Walmart has declined to disclose the total number of Walmart+ members. Source: [retaildiver.com](https://retaildiver.com)



UK

## Disney launches The Gift of Play, to reignite parents' imaginations for playtime

**The Walt Disney Company** has launched a new website called The Gift of Play to inspire imaginative playtime between parents and their children. A recent study by the entertainment giant found that 60% of parents struggle to use their imagination when it comes to playing with their little ones.

Via the website [disneythegiftofplay.co.uk](https://disneythegiftofplay.co.uk), parents can find "beloved stories and characters from Disney, Pixar, Star Wars and Marvel", in a bid to help "reignite their imagination". The content includes free-to-view videos and guides for sparking the imagination. Additional content will be added ahead of the forthcoming Easter school vacation period. Source: [lol.co.za](https://lol.co.za)

AUSTRALIA

## Woolworths to phase out single-use plastic in Western Australia by April 2022

**Woolworths** will be phasing out its 15-cent plastic shopping bags in Western Australia over the next month - the first major supermarket to do so ahead of new state legislation banning a variety of plastic shopping bags from July this year. Source: [woolworthsgroup.com.au](https://woolworthsgroup.com.au)



ISRAEL

Carrefour

## Carrefour expands into Israel

French supermarket group **Carrefour** has entered into a franchise agreement with local food retailer Yenot Bitan, which also operates the Mega Flag stores across the country. The first Carrefour stores will open their doors later this year. Carrefour's private label products will also be on shelves across Yenot Bitan locations. Source: [retaildetail.nl](https://retaildetail.nl)

SOUTH AFRICA

Checkers

## Checkers will 'pay' shoppers to use their new recyclable shopping bags

**Checkers** in South Africa is rewarding its shoppers for reusing their 100% recycled shopping bag. By scanning the barcode on the bags gives shoppers 50c off their shop for each bag they reuse. Source: [Checkers](https://checkers.co.za)



SWITZERLAND

coop

## Coop Switzerland halts automatic printing of receipts

**Coop** Switzerland has announced that it has discontinued the automatic printing of receipts at staffed tills. The move is part of the retailer's sustainability strategy and will result in saving more than 400 tonnes of paper every year. Source: [esmmagazine.com](https://esmmagazine.com)

THE NETHERLANDS

## Experience top-quality knives at Albert Heijn

From Monday 7th March, shoppers can experience top-quality knives at **Albert Heijn** through a unique loyalty campaign with Boretti. The range consists of knives that improve cooking skills across every stage of the preparation process as well as a knife block, cutting board and a barbecue tool set. Moreover, the campaign includes discounted Boretti items such as a BBQ grill pan, BBQ apron, and pizza stone that can be redeemed without a full leaflet. Source: BrandLoyalty

[Learn more](#)



GERMANY

## “Checkpoint ALDI” opens in Berlin with fan merchandise

**ALDI Nord** has opened a new store “Checkpoint ALDI” just a few minutes’ walk from the former inner-German border crossing Checkpoint Charlie in Berlin. To celebrate the store’s opening special reusable bags were available with the Berlin skyline featured prominently, as well as t-shirts, umbrellas, thermal mugs and much more. ALDI Nord operates more than 5,200 stores in nine European countries.

Source: aldi-nord.de



UK

## Asda extends loyalty program trial

British supermarket **Asda** has today announced it will extend its ‘Asda Rewards’ loyalty app trial to customers in 48 stores following the success of its initial 16 store trial. Customers using the app can earn rewards when buying selected branded and Asda own-label products. Shoppers will also be able to add to their cash pot by completing in-app missions, such as buying five fruit and veg items to unlock their ‘5 a day badge’. Asda has developed the missions throughout the trial to make them seasonally relevant. So far, Asda customers have completed over 200,000 missions across the trial stores.

Source: corporate.asda.com



JAPAN

## Peter Rabbit jumps into action at Daiso

**Daiso** in Japan has launched three loyalty programs, covering all its 3,500 stores across 8 nationwide regions. The three programs include Royal VKB knives, Peter Rabbit dinnerware, and Peter Rabbit Kawaii plush. Daiso is also testing digital collection at approximately 550 stores in the Tokyo metropolitan area.

Source: BrandLoyalty





SWITZERLAND

valora

## Where sustainability meets convenience

From March until June, Tucano will be the absolute eye-catcher in **Valora** outlets of 'k kiosk', 'avec', and 'Press & Books' across Switzerland. Shoppers can collect for a range of five Tucano products, with fabric made from 100% recycled PET-plastic fibres, encouraging shoppers to live a more sustainable life.

Next to the regular stamp collection process, Valora offers another unique way to obtain the Tucano items at a loyalty price. Each purchase of a bottle of Valora's water brand "ok—" has the same value as a full loyalty leaflet. With this special promotion, Valora aims to boost its own sustainable brand and, at the same time, show its ambition to become a more sustainable retailer. Source: BrandLoyalty

[Learn more](#)

USA

**FAREWAY**  
MEAT & GROCERY

## Fareway accepts PayPal and Venmo digital payments in-store

Midwestern retailer **Fareway** is now accepting digital payments from PayPal and Venmo across its 129 stores. Shoppers can pay using PayPal or Venmo QR codes at the checkout. By opening the mobile app of PayPal or Venmo, and clicking the "Scan" button, shoppers can choose the "show to pay" option.

Source: progresivegrocer.com



SWITZERLAND

**MIGROS**

## Migros offers option to offset CO<sub>2</sub> emissions from online purchases

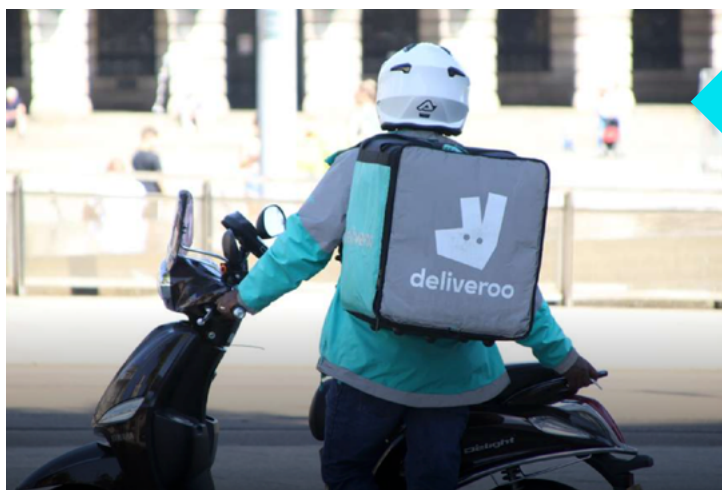
Shoppers using **Migros** Online can now offset the CO<sub>2</sub> emissions of their purchases with a voluntary donation at the checkout. The money raised will go into the M climate fund, which finances climate protection projects in the retailer's supply chain. Through this initiative, the group is hoping to directly impact its climate protection activities. Source: esmmagazine.com

USA

THE FRESH MARKET  
**Ultimate Loyalty**  
EXPERIENCE

## The Fresh Market unveils its 1st loyalty program

**The Fresh Market** has introduced the "Ultimate Loyalty Experience" loyalty program, offering exclusive savings, rewards, and even a free slice of birthday cake during a shoppers' birthday month. In addition, the grocer is also unveiling the "Club Hub," which will reward shoppers for frequent purchases in five categories: Market meal kits, artisan cheese, whole paninis, floral and coffee by the cup. Source: progresivegrocer.com



ITALY

**deliveroo**

## Deliveroo provides flash delivery for Carrefour

**Deliveroo** is bringing Deliveroo Hop, a super-fast grocery delivery service, to mainland Europe. By partnering with Carrefour, it will offer 10-minute deliveries from 'dark stores' in Italy. A range of 2,000 Carrefour private label products can be delivered to shoppers within 10 minutes around the city of Milan. There are plans to expand the service to Rome and other Italian cities soon. Source: retaildetail.nl

GERMANY

REWE  
Dein Markt

## REWE tests cashierless format for rural areas

The **REWE** Group is testing a new cashierless store format for rural areas in Germany. The "Josefs nahkauf BOX" format is in the Upper Franconian municipality of Pettstadt and is offering fresh food and everyday products to around 2,000 people living in the municipality. Source: esmmagazine.com



FRANCE

GORILLAS

## Gorillas takes over Frichti and partners with Just Eat

Gorillas is tightening its grip on the European flash delivery market. The Berlin express delivery company has taken over its main French and Belgian competitor, **Frichti**.

In addition, **Just Eat Takeaway** in Spain will now use Gorillas to deliver groceries from fourteen 'dark stores' in the cities of Alicante, Barcelona, Madrid, and Valencia. Providing Just Eat with its first steps in offering online shopping.

Source: retaildetail.nl

BRAND OF THE MONTH

As we released this newsletter just after the International Day of Conscience, it would only be right to mention our brand partner **koziol**, that has a design philosophy centered around consciousness.

## koziol: Contemporary design with a clear conscience

Family-owned since 1927, koziol believes that creative and innovative ideas make the world a better place to live. It believes in focusing on contemporary design that keeps sustainability in mind, partnering with leading designers while sticking to innovative circular design principles. These principles lead to innovative sustainable materials, partnered with long-lasting design. All of this results in beautiful products for a happy life.

koziol manufactures beautiful, contemporary, and long-lasting products that make people happy. Known worldwide with award-winning designs, koziol combines function and emotion – both beautiful and fit for daily use.

Source: BrandLoyalty

Read more



koziol  
Made in Germany



USA

**JOKR**

## Jokr leans into personalization with new app

Rapid delivery firm **Jokr** is aiming to engage more deeply with its shoppers through a new mobile app. The app will offer a personalized experience through offers and content by leveraging the vast amount of customer data that it has collected over the years.

Source: grocerydive.com



GLOBAL



## Uber and BP partner in global grocery delivery partnership

Convenience giant **BP** is partnering with Uber Technologies, offering an extensive range of quality convenience products, including fresh and prepared foods. BP is the first convenience retailer to team up with **Uber Eats** on a global level and aims to have more than 3,000 retail locations available on the delivery platform over the next three years. The partnership supports BP's goal of growing its access to customers and expanding its delivery footprint, in response to soaring demand for food, groceries, and everyday essentials brought to the door.

Uber Eats and BP will introduce delivery options onto BP's own app, **BPme**, directly connecting its customers to delivery riders. Since 2019, BP has seen a three-fold increase in users of the BPme app, with 16 million active loyalty users worldwide. Source: retailnews.asia

BELGIUM

## TREND SPOTTING: Five eye-catching trends at the Tavola trade fair

**Tavola**, the trade fair for fine and fresh food, took place once again in Belgium in March. Here are 5 of the key trends from this year's show:



### 1. Vegan variation

The plant-based revolution is fully underway at a fair where processed meats have always played a leading role. Traditional meat producers are developing vegetarian or vegetable spreads and salad spreads.

### 2. Ginger: A hype?

Consumers seem to be ready for products based around ginger, a refreshing but very distinct taste. The range of ginger drinks on offer is overwhelming.

### 3. Alcohol-free spirits

Consumers are drinking more consciously and those who prefer not to consume alcohol no longer have to be satisfied with orange juice. Non-alcoholic versions of classic spirits are on the rise and are gradually becoming more convincing. Non-alcoholic (sparkling) wines are also on the increase.

### 4. Gluten-free is here to stay

Gluten-free products are proving they are here to stay, with an ever-growing range and continued increase in quality over recent years.

### 5. Aperitif

The aperitif moment is becoming more and more popular. With an increase of spreadable salads and hummus becoming a familiar component to tables.

Source: retaildetail.nl