

Things we see in retail & loyalty



SPAIN

getir

Getir launches first loyalty program in Spain

Getir has launched its loyalty program, **Getir Club**, in Spain, offering exclusive benefits to its frequent users. The program rewards customers who make more orders in the app, with discounts of up to 15% on selected products for those who have made between 10 and 20 orders. Customers who have made over 20 orders can unlock special offers, and all members can add free products to their cart.

To access these benefits, eligible customers can simply enter the app and activate the promotion before making their payment.

Source: revistainforetail.com/de

PERU

TOTTUS

Falabella Tottus launches robot to improve shopping experience in Peru



Tottus, a hypermarket chain in Peru, has officially launched its assistant robot called **Totti**, which uses artificial intelligence to guide and help shoppers in its store located in Jockey Plaza, Peru, and will soon be introduced in other stores. The robot uses a navigation technology called SLAM and has a response time of 0.5 seconds when encountering obstacles. Source: peru-retail.com



GLOBAL

Brand Loyalty

Opportunity Partners announces intent to acquire Brand Loyalty International B.V.

Opportunity Partners, the investment company of Dutch entrepreneur Robert van der Wallen, announced the intent to acquire Netherlands headquartered **Brand Loyalty International B.V.**

“We are pleased to welcome BrandLoyalty to the Opportunity Partners group in this crucial time for the business,” says Robert van der Wallen, founder of Opportunity Partners. “This acquisition is strategically important to further strengthen our growth potential and global footprint. There is a lot of work to be done, but we are committed to making this a success and securing a sustainable future for BrandLoyalty”.

The recent news about Loyalty Ventures will not impact the intended sale of BrandLoyalty to Opportunity Partners nor will there be any other impact as BrandLoyalty will be completely separate from Loyalty Ventures and under full control by Opportunity Partners.

Source: BrandLoyalty

[Read more](#)

FRANCE

E.Leclerc

E.Leclerc upgrades 'My E.Leclerc' app with proximity cards

E.Leclerc has updated its “My E.Leclerc” app with proximity cards, allowing customers to receive personalized offers and discounts based on their location. The app provides various features like store news, location, opening hours, and digital receipts, vouchers, flyers, and catalogs. This move is part of E. Leclerc’s digital transformation strategy to improve customer engagement and loyalty. Customers can now combine their benefits and discounts to make the most of their shopping experience.

Source: retailinsight.ascentialedge.com



Carrefour opens first two stores in Mongolia

Carrefour International announced the opening of its first two stores in Mongolia with **Altan Joloo** and its subsidiary **Sansar**, under the banner Carrefour (hypermarket) and Carrefour Market (supermarket).

The partnership aims to strengthen Carrefour's international presence while providing Altan Joloo' shoppers with a wide range of products at competitive prices including fresh products, Carrefour private label items and a selection of French wines. Altan Joloo plans to rebrand its 20 Sansar stores and create at least 20 new Carrefour supermarkets and hypermarkets in the coming years.

Source: carrefour.com



Carrefour opens first Latin-American autonomous Flash store

Following the pilot of **Carrefour Flash** in France, Carrefour has launched its first 'Carrefour Flash' autonomous store in Pilar, Argentina. Flash 10/10 ("10 seconds to shop and 10 seconds to pay") features a shopping journey that does not involve having to scan any products and quick payment.

Using cameras on the ceiling and sensors integrated into shelves, the 50 square meter store tracks the items added to customers' baskets, which are automatically loaded onto a virtual shopping basket. The store uses **Go2future's** miniGO technology, and customers require a mobile app to use it. Source: insiderlatam.com

Alcampo introduces its first line of Auchan products for "Seniors"

After launching a range of 7 innovative products for athletes, **Alcampo** has launched a new range of products for "Seniors" to meet the nutritional needs of the elderly. This easy-to-chew range includes hake puree with vegetables, queen cream, textured soy cream with tomato, zucchini puree, carrot puree and beef cream with vegetables. The new range is produced in collaboration with **PYME Naturvita**, a Spanish company specialized in the manufacturing of creams and organic foods for babies, seniors and athletes. Source: alcampocorporativo.es



Eroski launches private label brand for vegan products

Eroski, a Spanish supermarket chain, has launched a new range of around 20 own-brand vegan products under the Eroski Veggie organic food range. The products are certified with the internationally recognized V-Vegan seal and some with the EU's organic logo, catering to customers adhering to vegan, vegetarian, and flexitarian diets.

The launch is in response to changing food demands and tastes of consumers, with more products set to be added later this year. The Eroski Veggie range is available in stores and online. About 44% of Spanish consumers buy vegetarian products, and 7.8% of adults in Spain follow a vegetarian diet.

Source: esmmagazine.com

OXXO opens first AI-powered store in Monterrey, Mexico

OXXO, the leading Mexican chain of convenience stores, has launched a new branch called **Grab & Go** in Monterrey, Mexico, which is operated solely by artificial intelligence and does not require any cashiers. Instead, customers use the OXXO Smart Tec & Go app on their smartphones to register, select their products, and pay automatically upon exiting the store. The AI-powered store is equipped with state-of-the-art cameras capable of identifying each customer and tracking the items they take. To enter the store, customers must scan a QR code generated by the app.

Grab & Go is part of OXXO SMART stores' strategy, which aims to provide customizable products and services to meet specific market needs, including department complexes, hospitals, and offices. The store's director, Lucy González, explained that the innovative element aims to simplify the lives of customers and employees while creating memorable experiences.

Source: entrepreneur.com

SWITZERLAND

MIGROS

Migros Switzerland tests driverless delivery

Migros has joined the list of retailers testing driverless home delivery, with a pilot project currently underway in Ebikon near Lucerne, Switzerland. The project, called Mignonomous, uses an electric vehicle built by Swiss start-up Loxo to deliver groceries between a Migros supermarket and the nearby headquarters, a distance of 500 meters. Mignonomous travels on public roads at a maximum speed of 30 km/h and is equipped with sensors that constantly detect obstacles, pedestrians, traffic, and road signs.

To retrieve their online orders, employees at the headquarters simply open the trunk containing their purchases using a code. The vehicle can transport up to 64 orders and operates from Monday to Friday. Migros claims that Mignonomous is the first of its kind in Switzerland.

Other retailers such as **Carrefour** in France and Belgium and **Dia** in Spain, are also testing driverless delivery. As retailers seek ways to increase efficiency and convenience, it is likely that more companies will explore the potential of driverless delivery services. Source: lineaires.com



Editorial

POLAND

SPAR

Spar Poland launches premium vivo | Villeroy & Boch cookware

The culinary program will provide customers with the opportunity to purchase premium stainless steel cookware from vivo | Villeroy & Boch Group at an incredible discount of over 80%. Customers can expect to find a wide range of cookware products in the program, all designed to elevate their cooking experience. This new program is expected to draw a lot of attention from **Spar Poland's** loyal customers, and it further cements the company's reputation as a leading retail chain in the country.



CHILE

Walmart

Walmart Chile expands metro station vending machines



Walmart Chile has announced the launch of an innovative solution with the purpose of extending the supermarket experience beyond its traditional stores. This is how 'Lider al Paso' was born. The vending machines are located in metro stations and have an assortment of products specially selected to meet the needs of people travelling. Source: walmartchile.cl

THE NETHERLANDS



Albert Heijn launches sustainable initiative with Dopper water taps for refilling reusable bottles in high-traffic stores

Dutch retailer **Albert Heijn** announced the launch of a new sustainable initiative in collaboration with **Dopper**, a company known for its reusable water bottles. The initiative involves the installation of Dopper water taps in stores located near high-traffic areas such as schools, where customers and passers-by can fill their reusable bottles with refreshing drinking water. The water taps come in the recognizable Albert Heijn color, and the initiative is part of the retailer's ambition to reduce plastic waste.



The first five Dopper water taps will be placed in Albert Heijn stores in Overveen, Amsterdam, The Hague, Leidschendam, and Leiderdorp, with the possibility of expanding to over 200 stores.

Albert Heijn is constantly looking for ways to use less material, recycled material or 100% recyclable material. Next to its water tap launch, the Dutch retailer is also gradually replacing plastic bread clips with a recyclable paper version. Source: nieuws.ah.nl



Boxed considers potential bankruptcy filing

Impacted by the Silicon Valley Bank failure, online bulk-products retailer **Boxed Inc.** is mulling a potential bankruptcy filing as it works to shore up financing and find a buyer for the company. In an 8-K filing with the Securities and Exchange Commission (SEC), New York-based Boxed said it's "actively soliciting proposals for the sale of all or substantially all of its assets, as well as other material transactions that would improve its liquidity position."

"The board of directors of the company determined that it was in the best interest of the company to reinforce and provide incentive for the continued attention and dedication of certain key employees to their duties of employment," the filing stated.

Source: winsightgrocerybusiness.com

Żabka Poland launches new commercial concept 'island'

The leading modern convenience channel once again surprises with creativity. After launching stores at rest areas and via a drive-through model, **Żabka** is introducing a new format of facilities - islands located in shopping malls. The first "island" was launched in March, and its selection of products has been curated to complement the gastronomic offerings of the area. The island offers a range of products, including coffee and hot dogs, which can be purchased by customers as well as mall employees.

Source: retailinsights.ascentialedge.com



"From our table to yours"- blomus dinnerware at Food Lover's Market

Food Lover's Market has launched its latest in-store loyalty campaign with blomus dinnerware. Food Lovers Market's new blomus dinnerware promotion, "From Our Table to Yours," will run from March 20th to August 6th, 2023. Shoppers can save up to 75% on blomus dinnerware by collecting 15 stickers and paying an additional amount. Throughout the campaign period, shoppers can earn an additional stamp by purchasing any participating supplier combos, increasing the value of in-store spending.

SHOP
TO GET A STICKER
WITH EVERY R100
YOU SPEND

STICK
YOUR STICKER ON THE
COLLECTOR CARD AND
COLLECT 15 STICKERS

SAVE
UP TO 75% ON YOUR
FAVOURITE BLOMUS
DINNERWARE ITEMS



EARN AN EXTRA STICKER WHEN YOU PURCHASE PARTICIPATING SUPPLIER PRODUCTS

Migros Switzerland launches new store concept

Like Carrefour and its Potager City mini-markets, the Swiss company **Migros** has launched a new concept of convenience stores in Geneva called **Marché primeur Migros**. Located in the shopping center of Geneva train station and open 7 days a week, the 77 m² point of sale offers a range almost exclusively dedicated to fresh, seasonal and mostly local fruits and vegetables. The brand promotes short circuit supply with the slogan: "From the region, for the region". The assortment is completed with a selection of drinks, groceries, eggs and milk, all sourced regionally. Source: lineaires.com

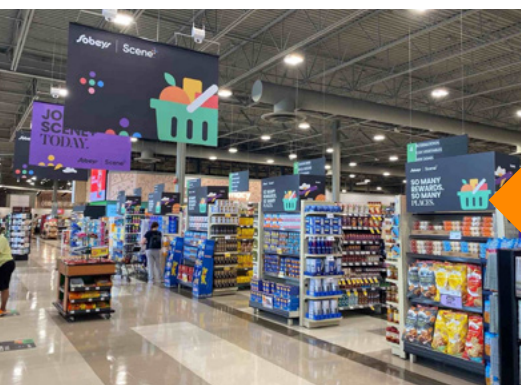


Sobeys launches Scene+ loyalty program

Sobeys has completed the coast-to-coast launch of the **Scene+** lifestyle loyalty program across Canada, finishing up its transition from the popular AIR MILES © program begun last summer. For every 1,000 Scene+ points earned, shoppers can save \$10 off selected purchases

at Sobeys banner stores. Scene+ points can be earned via personalized offers, everyday offers, weekly promotions, member-only pricing and points acceleration. The current number of Scene+ members is 11 million-plus.

Source: winsightgrocerybusiness.com



CELEBRATING DISNEY'S 100TH ANNIVERSARY ACROSS THE GLOBE

FRANCE



Make every mealtime magical with Disney & Carrefour

Carrefour France inspires families with an extraordinary Disney cooking experience. The 'Disney Food Lovers' campaign is an entertainment-filled adventure that encourages families to cook together. Collect it, scan it, save it, unlock the recipe and start cooking!



Explore further

BELGIUM



Celebrate with free Disney glassware at ALDI Belgium

Shoppers at the country's leading discount retailer can add some magic to their homes by collecting a beautiful range of Disney glassware that includes 5 iconic glasses that showcase favorite Disney characters. A full savings card entitles the customer to 1 exclusive 'Disney 100 Year' glass for free.



Explore further

CROATIA



Studenac Market inspires with Disney plush and lifestyle

Shoppers are getting ready for a magical shopping experience at

Studenac Market! From glasses to plush toys and storage items, shoppers can save big and redeem an enchanting range of Disney items. For just 10 or 25 stamps shoppers can get their hands on amazing products with discounts of up to 92% off!

ITALY, CROATIA, SLOVENIA



A first Simpsons loyalty program

For the first time ever, The Simpsons are the stars of a loyalty program! Starting on March 18th, customers at **Eurospin** can collect a unique 3D figurine of a Simpson character each week, with the promotion running for six Saturdays.

The promotion is not limited to Italy, as it is also available in Croatia and Slovenia. To participate, customers need to make a minimum purchase of €35, and they can complete their collection by purchasing the six special characters separately. Eurospin has developed an engaging communication plan and fun games on Instagram to encourage shoppers to participate in the campaign. Each week, the games will revolve around a different Simpson character, adding an extra layer of excitement to the promotion.



SWITZERLAND



SPAR Switzerland and AVIA open autonomous store in Zurich

SPAR Switzerland has partnered with **AVIA** to open the first autonomous 24/7 **SPAR Express** forecourt store in Zurich. The 24/7 SPAR Express forecourt store covers 50m² and offers around 1,000 products. These include

bread, dairy, drinks and bakery items, as well as fruit and vegetables, meat, basic food and hygiene products, and car accessories. The store enables shoppers to scan items with their smartphones and make payments

through Twint, using credit or debit cards, or with Apple Pay or Google Pay. At the entrance, shoppers will have to a QR code but are not required to download an app or register for entry. Source: retail-insight-network.com





Alimentation Couche-Tard to acquire 2,193 gas stations in Europe

Canadian convenience store operator, **Alimentation Couche-Tard**, is set to acquire 2,193 gas stations in Europe from French oil major TotalEnergies for EUR 3.1 billion. The acquisition will give Couche-Tard 100% control of TotalEnergies retail assets in Germany and the Netherlands and a 60% controlling interest in Belgium and Luxembourg entities. This move aims to expand Couche-Tard's international presence as a convenience leader.

The transaction is expected to be completed before the end of 2023, subject to a consultation process.

Source: retailinsight.ascentiaedge.com



Carrefour France to open new virtual store on Rakuten marketplace

This April, **Carrefour** is set to open a new virtual store on the Rakuten marketplace site. Under this partnership, both players will get to capitalise on their respective expertise, bolstering their omnichannel strategies and developing customer loyalty.

Carrefour's virtual store will host selected non-food products and offer Rakuten's loyalty program, the R Club. This move is part of Carrefour's broader strategic plan to achieve €10 billion in ecommerce GMV by 2026 and over 30% of its customer base as omnichannel shoppers. The growth potential of marketplace platforms like Rakuten is significant, with 3P marketplaces projected to add \$1,188 billion in sales between 2022 and 2027.

Source: carrefour.com/en/news



Auchan launches discount format in Romania



Two hypermarkets have been transformed into a discount concept, called **Auchan Discount** and offer shoppers a carefully selected commercial offer, up to 15,000 products, with low prices every day, through which customers can save even more. The new Auchan Discount concept offers a varied assortment consisting of 60% food products and 40% non-food products. Approximately, a third of the store's range is represented by Auchan brand products and exclusive brands. Source: auchan.ro



Unmatched convenience with Royal VKB at Carrefour Brazil

Carrefour and BrandLoyalty have teamed up once again to reward the retail giant's most loyal shoppers. The duo's loyalty program reaches its eighth edition and features products from the convenient brand Royal VKB. Stylish and easy-to-use products were designed to provide convenience and comfort in Brazilians' everyday lives. As of March 27th, shoppers are able to redeem up to 7 Royal VKB products at Carrefour Brazil.

And the best part? Research conducted in 2022 found that almost 70% of Brazilians spend more at retailers with loyalty programs. In addition to that, more than 80% have a positive feeling about campaigns with collectables, which results in a more accurate execution of the retailer's strategy.

Faz coleção, Faz Meu Carrefour
Wellbeing and convenience **everywhere**

Redeem from **1x Free**

royalvkb

COLLECT CODE AND REDEEM FOR EXCLUSIVE PRODUCTS

minhas recompensas

DOWNLOAD THE MEU CARREFOUR APP AND SUBSCRIBE

For limited time

PORTUGAL



Minipreço deploys 'Chef GPT' to expand customer experience

Portuguese retailer **Minipreço** is using artificial intelligence to provide additional information to shoppers on topics related to food, in an initiative it is dubbing 'ChefGPT'. Describing it as the 'chef of the future,' the retailer's project integrates its WhatsApp-based Ofertas Minipreço channel with ChatGPT, an AI tool developed by OpenAI, *Economia Online* reported. Shoppers just need to ask a question in the chat with the hashtag #chef, and ChefGPT, whose image has been created through AI, provides all the necessary information. In practice, Chef GPT can provide information such as recipes for a range of dishes, suggestions on using existing ingredients to prepare a meal and information on the best wine to enjoy with a particular dish. Source: esmmagazine.com



QATAR



Al Meera opens Al Meera Smart store exclusively for Al Meera rewards members

Al Meera Consumer Goods has announced the opening of its first fully autonomous and checkout-free Al Meera Smart store in Qatar, offering exclusive shopping access to members of its loyalty program, Al Meera Rewards. Customers can gain access to the store by clicking on the Al Meera Smart tab on the app, entering their credit card details and scanning the QR code that appears. The program is currently only available to credit card holders, with access to the wider community to be added in the second phase of the rollout. The loyalty program allows customers to earn and redeem points across all Al Meera branches and other partners in the country. Source: almeera.com.qa

ITALY



BrandLoyalty Italy scoops 2 awards for Disney Village at Esselunga

Good things come in small packages! BrandLoyalty Italy has won two awards in the category 'Loyalty Award Special Promotion' and 'Licensing' at the Promotion Magazine Awards for the "Il Villaggio di Topolino e i suoi amici" campaign at **Esselunga Italy**.

During the campaign, shoppers at Esselunga in Italy could collect, build, and create their own Disney Village, co-created by Esselunga, BrandLoyalty and Disney artists. The campaign's range consisted of 22 Disney and 6 Esselunga miniatures, all made from 100% FSC cardboard. Shoppers could choose to buy a playing field that included the map of Disney Village, the game 'Esplora città', translated as 'Explore the City', and 2 limited edition buildable cards. Source: BrandLoyalty

More about the campaign



Editorial

SOUTH AFRICA



Collect, play & style your Disney Fixeez with PEP in South Africa!

For the first time, **PEP Clothing**, **PEP HOME**, and **PEP Cell** stores are currently offering a new and exciting campaign featuring Disney Fixeez. This is a collaboration between PEP and Vodacom, which is funding the program. Shoppers can collect one of ten Disney Fixeez with a minimum purchase of R200 of a Vodacom product, such as airtime and phones. These Fixeez can be played with and styled in many different ways, offering a fun and immersive experience for shoppers.

The campaign is supported by a widespread marketing campaign, including in-store Disney prizes, extensive POSM, and an online social media campaign.

