

# Things we see in retail & loyalty



## Celebrating the 50<sup>th</sup> edition. Thank you for your loyalty!

In 2018, when we first started the 'Things we see in retail and loyalty' newsletter, little did we know how much the world would change in those coming years. Retail and loyalty have changed irreversibly. Not just down to the pandemic but also due to evolving shopper behavior, the upsurge of digital, supply chain disruptions, and the sustainability transition.

Over the last four years, we have witnessed the rise of q-commerce, the evolution of home deliveries, the increasing number of 100% digital food retailers, the transforming food system, and much more.

And so, as we start this 50th edition, we would like to reward you for your loyalty (after all, it's what we do best). Not only for your loyalty over the last four years, but we would also like to reward

the loyalty you will give us in the future. Therefore, if you **sign up to receive this newsletter in your mailbox each month, we will send you a special package with innovations that will define the future of loyalty.**

Thank you for reading the 'Things we see in retail and loyalty' newsletter until the 50th edition. Here's to the next 50!

Claudia Mennen  
**CEO BrandLoyalty**

Source: BrandLoyalty



Scan this QR code and sign up to receive a gift

GERMANY, FRANCE, NETHERLANDS & UK



## Gorillas enters the private label market



**Gorillas** has announced the launch of four proprietary private label brands "Gorillas Daily", "Gorillas Premium", "Hot Damn" and "< start-up beer >" in its key European markets of Germany, France, the UK, and the Netherlands. Gorillas will offer a unique and extensive assortment of around 50 products in 11 of the most demanded categories. The first products will be available in the Gorillas app starting June 9th, with additional products being released over the course of the summer.

Source: gorillas.io/en/blog

GLOBAL

## BrandLoyalty's Corporate Social and Environmental Report

With 'responsible' being one of our core values, we strive to consider our impact on people and the planet in everything we do. Our purpose, 'next generation happiness', is the compass that influences our daily decisions and guides us to a better tomorrow. We believe that every business has the opportunity and obligation to protect our planet and we want to contribute through our campaign-based loyalty programs. Although we are at the beginning of a never-ending journey, we are on a mission to use our business as a force for good.

Source: BrandLoyalty

[Go to report](#)

UK



## Morrisons becomes the highest-paying supermarket in the UK

UK-based retailer **Morrisons** has increased its base pay rates for frontline staff to £10.20 an hour across the whole of the UK, making it the highest-paying supermarket in the country. The move is due to be implemented from October of this year and represents a 2% increase in base pay for staff across the UK. Alongside the increase, the supermarket has also announced a London location supplement of 85p, taking London-based store staff pay to £11.05 an hour. Source: retail-week.com





JAPAN



## Unmanned vehicle delivery launched in Japan

Rakuten Group, Panasonic, and Seiyu will start providing deliveries to nearly 1,000 households close to Japan's Tsukuba Station, using unmanned ground vehicles (UGVs) running on public roads, the companies have announced. This will be the first time in Japan that on-demand deliveries of supermarket products will be made in 30 minutes using UGVs on public roads.

Source: retailasia.com

GLOBAL

Watch back

## WATCH ON DEMAND! BrandLoyalty's Studio session on sustainability

At the end of June, Frank Holleman, the co-founder of Fork Ranger, a start-up to turn research about climate change and food into practical tips and recipes, joined the Things we see | Studio sessions to discuss how retailers can make more sustainable choices with three simple steps.

Joining the session was also Carrefour Spain's CSR Director, Maria Quintin-Clemente, who discussed how and why Carrefour is putting sustainability at the top of its agenda. Watch back the session now on-demand. Source: BrandLoyalty

THE NETHERLANDS



## Albert Heijn delivers tasty and healthy 'Meals at Home'

Dutch retailer Albert Heijn is launching a new 'Meals at Home' service which will help to put fresh and healthy meals on shoppers' tables. With Meals at Home, customers can enjoy freshly prepared meals tailored to dietary requirements and personal tastes. With this service, Albert Heijn is taking a new step in the growing market of food service and home delivery. Source: nieuws.ah.nl



CANADA



## Sobeys unveils new loyalty strategy

Sobeys Inc. parent Empire Company Limited has launched a new loyalty program, Scene+, that will roll out in banners across the country, starting with stores in Atlantic Canada in August 2022 and continuing expansion through to early 2023.

Source: grocerybusiness.ca



UK

## Primark heads into e-commerce with click-and-collect trial

Primark is moving into multichannel retailing with the launch of its first-ever click-and-collect trial later in the year. The fashion giant has chosen an expanded selection of children's products for the trial which will be launched across 25 Primark stores across the northwest of the UK "later in the calendar year". The trial will encompass around 2,000 products across clothing, accessories, and lifestyle products, "which will cater for a broad range of family needs from furnishing a nursery to clothing children of all ages" – of which 40% of products will be offered exclusively to click and collect customers. Source: retail-week.com

BRAZIL



## Toast with the ones you love! L'Atelier du Vin is now at Carrefour Brazil

Shoppers at Carrefour Brazil are now able to redeem their reward coins against one of the seven different L'Atelier du Vin glass collections. The program is the fifth campaign the retailer has done with BrandLoyalty, which is 100% digital, and runs inside the My Carrefour app on the My Rewards program.

Source: BrandLoyalty





GERMANY



## REWE launches wellness program with Fairtrade & Disney across 4,000 stores

Leading German retailer **REWE** has launched its first wellness program with Fairtrade & Disney! From 20th June until 17th September, 2022, REWE shoppers in Germany can collect loyalty points and redeem them for Fairtrade certified towels and wellness completers like reusable cosmetic pads, a facial brush, a Disney hammam towel, and a Disney kids' poncho.

Source: BrandLoyalty



AUSTRALIA



## Fix-ems bring Disney magic to Woolworths

**BrandLoyalty** and **Woolworths** have launched Fix-ems™ – a collection of reusable woven sticker patches made from at least 80 percent recycled materials. Shoppers in store and online will be able to collect 36 Fix-ems™ from the Disney, Pixar, Marvel and Star Wars franchises. With every \$30 spent, Woolworths customers will receive one Fix-em, with bonus Fix-ems™ received when participating products in a \$30 shop are purchased. New to the Australian market, Fix-ems™ can be adhered to a vast range of surfaces and even attached to some fabrics such as denim, cotton, and polyester for decorative flair. Source: BrandLoyalty

**Treuepunkte, die FAIRwöhnen!**

Sammle jetzt bis zum 17.09.2022 für deine Wellness-Kollektion von FAIRTRADE und DISNEY!

Treueprämien mit bis zu **80%\*** Ersparnis!

Alle Textilien sind zu 100% aus FAIRTRADE-zertifizierter Baumwolle hergestellt.

\*Im Vergleich zum jeweiligen Preis ohne Treuepunkte.

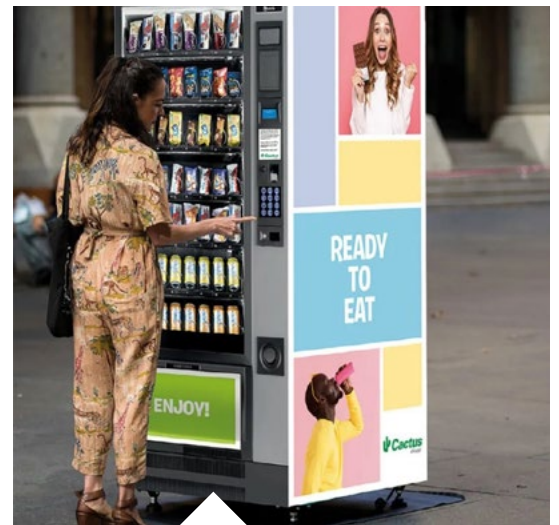
AUSTRALIA, HONG KONG, MALAYSIA, NEW ZEALAND, AND SINGAPORE



## Disney opens official online store 'shopDisney' in Asia

**Disney** has announced the debut of its flagship e-commerce destination 'shopDisney' delivering to consumers across Australia, Hong Kong, Malaysia, New Zealand, and Singapore. With over 1,000 products available online, shopDisney is the official home of authentic Disney, Pixar, Star Wars and Marvel merchandise. The range spans collectibles, adult fashion and accessories, gifts, toys as well as baby, home, or stationery products.

Source: retyaillinasia.com



UK



## Sainsbury's adds top sellers to price match scheme

British supermarket group **Sainsbury's** will for the first time include its biggest selling lines in a scheme that matches the prices of German-owned discounter **Aldi**. In a bid to try to deter cash-strapped shoppers from switching to discounters Aldi and Lidl, Sainsbury's, Britain's number 2 grocer, and market leader Tesco, have schemes that match Aldi's prices on some products. Sainsbury's said its top 20 highest volume items would now be price-matched to Aldi. Source: reuters.com

LUXEMBOURG



## Cactus to venture into 'Ultra-Proximity'

Luxembourg-based retailer **Cactus** has announced that it is venturing into 'ultra-proximity' with the deployment of vending machine solutions in the coming months. Cactus will offer its vending machines to companies, sports clubs and other associations looking for quality meals, cold drinks, and snacking solutions.

Source: esmmagazine.com





BRAZIL

[Learn more](#)

## Oba becomes sustainability pioneer with Green Ray

Oba, a Brazilian premium grocery retailer, has launched the world's first **Green Ray** loyalty program, offering shoppers the chance save for a range of sustainable pans. For every R\$ 35 spent shoppers will receive a stamp, after collecting the right number of stamps they can redeem them against one of the 10 participating products. Green Ray is a newly founded brand born with the belief that today's products must form part of the solution to the climate crisis, not add to it. For more information about Green Ray visit the website.

Source: BrandLoyalty



HONG KONG

**divit**

## Divit launches game-changing payment solution

The Hong Kong-based fintech startup, **Divit**, is launching a pioneering real-time payment-linked loyalty and rewards platform that enables consumers to instantly earn and spend miles with any FPS (Faster Payment System) payment. This is a major step towards Divit achieving its goal of creating the world's biggest loyalty community and turning "Divit Miles" into a commonly used currency. Divit will initially be available in Hong Kong, with plans to expand into other markets, such as Australia, by the end of 2022. Source: retailasia.com

ITALY

## Penny Market rebrands as 'Penny'

**Penny Market Italia** has rebranded as '**Penny**' and introduced a new logo and company image. The first store, featuring the new branding, has opened in the city of Saronno, near Varese, taking the total number of stores in the Lombardy region to 94. Last year, Penny's parent company, REWE Group, invested €60 million in Italy, including the modernization of 90% of its Italian stores. Source: esmmagazine.com



USA



## Lowe's launches Metaverse asset hub

Lowe's has announced it will begin helping builders of the metaverse create new possibilities by equipping builders free of charge with items from its real-world shelves to make their creations more beautiful, more useful and more inspiring. Lowe's will make more than 500 3D product assets available for download for free via Lowe's Open Builder, a new asset hub designed to be available to all creators. The retailer will also release a limited NFT wearable collection for the first 1,000 builders in Decentraland, offering participants boots, hardhats, and other accessories for their avatars. The NFTs will be accessible via a free airdrop to users who have linked a MetaMask wallet. Source: corporate.lowes.com



THE NETHERLANDS



## PLUS offers sustainable CO<sub>2</sub> in Green Ray cookware in a climate positive campaign

On its journey towards being a more sustainable retailer, **PLUS** in the Netherlands is taking the next step by offering its shoppers a climate-positive loyalty campaign with **Green Ray**. From the 3rd of July until the 17th of September, shoppers can collect Green Ray cookware made from recycled materials. For this campaign, BrandLoyalty partners with **Club Leaf**. Club Leaf compensates for the calculated CO<sub>2</sub> emissions of the Green Ray cookware by investing in verified environmental projects. Source: BrandLoyalty





CHILE



## Cencosud, owner of Wong and Metro opens new “SPID” store in Chile

Cencosud has continued its expansion with the opening of a new express supermarket format. The firm recently opened the doors of a SPID convenience store in Las Condes, Chile. The SPID store has become the fifth point of sale in the Chilean market, offering a wide variety of products to shoppers. Source: peru-retail.com



UK



## Co-op and Microsoft launch new platform to tackle food waste

UK retailer Co-op and technology company Microsoft are testing a new platform aimed at reducing food waste. The platform called Caboodle, enables supermarkets, cafés, and restaurants to connect with community groups and volunteers to redistribute surplus food.

According to climate action group Wrap, around 1.1 million tons of food goes to waste across the food retail and hospitality sector annually in the UK. The platform is currently being trialed in Co-op’s food stores in Northern Ireland, Milton Keynes, and London, and will go live next month across a further 2,500 food stores. Source: esmmagazine.com

UK



## SPAR launches new partnership with Deliveroo

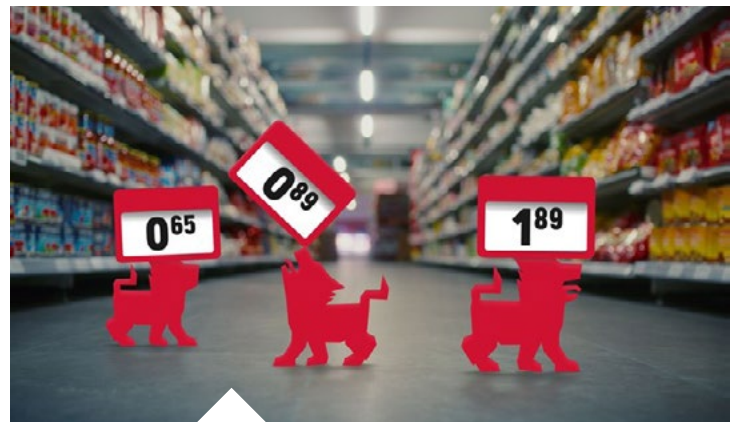
SPAR UK has signed a new partnership deal with Deliveroo covering all 2,160 SPAR stores in England, Scotland, and Wales. This new partnership will provide shoppers with more choice and access to essential items from SPAR stores nationwide, delivered to their door by Deliveroo in as little as 20 minutes. Source: spar.co.uk

TAIWAN



## vivo returns to POYA

After the successful vivo | Villeroy & Boch thermal campaign in 2020, POYA has launched another campaign with the brand in Taiwan this summer! With its campaign theme, “Dazzling vivo Style,” POYA wants to convey to its customers that dining at home should always have a sense of celebration. It emphasizes that the dazzling vivo glasses will refresh the home space through different life choices and help create new life aesthetics to show uniqueness. Source: BrandLoyalty



BELGIUM



## Delhaize launches campaign to support purchasing power

Delhaize is aiming to do everything possible to continue to guarantee the purchasing power of its customers. The retailer is therefore implementing price reductions of 5% to 30% on a first wave of 500 selected items that shoppers need every day. These competitively priced items are part of a global approach in which Delhaize, among other things, offers more promotions and supports purchasing power. For example, the SuperPlus program offers discounts on its entire range of products with Nutri-Score A and B. Source: aholddelhaize.com