

Things we see in retail & loyalty



USA

7-Eleven is testing self-driving robots in Los Angeles

7-Eleven has been testing self-driving robots to deliver some of the convenience store chain's most iconic foods and snacks. 7-Eleven is partnering with food-tech startup, **Serve Robotics**, which is backed by **Uber**. The Serve robots can carry about 50 pounds and are outfitted with cupholders, allowing 7-Eleven shoppers to order a variety of non-alcoholic beverages and snacks. In addition, the AI-powered robots are programmed to slow down on rough terrain to ensure the delivery of spill-free beverages. Shoppers can use a code to retrieve their orders from the robot and pay a \$2.99 delivery fee for a robot delivery.

Source: businessinsider.nl

GERMANY

REWE

Rewe Group promotes climate-friendly shopping with 'climate prices'

During Veganuary, a vegan January, **Rewe** revealed the so-called 'climate price' tags on all its products. The new climate price tags show the CO2 emissions of various products to encourage shoppers to buy more climate-friendly. Rewe's Bio + vegan vegetable falafel balls only cost 1.50 Co2e/kg. Compared to pork meatballs (8.87Co2e/kg), this saves 83 percent, the company comments. The initiative is widely advertised, and shoppers can learn about the campaign throughout Germany via digital pillars, in-store radio, and printed advertising.

Source: lebensmittelpraxis

Editorial

JAPAN

Zootopia' Fixeez campaign at Daiso Japan

As of January 23rd, Japanese retailer **Daiso** has taken its shoppers on a magical trip through Disney's infamous metropolis – Zootopia – by launching its first **Fixeez** campaign. For a total of 5 weeks, Daiso is giving away free Fixeez for every JPY 1,000 spent. And to boost the excitement, the retailer added a secret character within the 24 Fixeez! Doubling the fun of opening the package and collecting all the designs. That is just one of the few special features of this program, as Daiso is celebrating its 50th anniversary this year. In addition to the activation through Daiso's official SNS and Instagram posts by influencers, Fixeez will also be featured in a nationally broadcasted morning TV program!



[More about Fixeez](#)

DAISO
JAPAN

1,000円 (税込) 購入毎にその場でもらえる!
※レシートの合算はできません。

FROM THE MOVIE
Disney
ズートピア
貼ってはがせるエコワッペン

いろんなものに貼れちゃう
FIXEEZ
フィクシーズ
プレゼント!

24種類集めちゃおう!
シークレットもあるよ★

「ズートピア」はDisneyプラスで見放題配信中!

DAISO Standard Products THREPPY

フィクシーズは2023年1月23日(月)より配布開始!
なくなり次第終了です。一部店舗を除く。



URUGUAY



The first supermarket without cashiers in Uruguay

El Dorado Supermarkets launched its first automated store in Uruguay, called **Oki Market**. Shoppers at Oki Market simply have to put their products in a basket, go to the cashierless checkout and pay by card or with cash. As part of El Dorado, Oki Market differentiates itself by its technological component, not by the size of the store. In fact, it has more than 1,500 SKUs, an amount that, according to El Dorado, far exceeds the supply of other automated supermarkets in Latin America.

Source: elpais.com.uy



UK



Sainsbury's and Just Eat agree on grocery delivery partnership

The **Just Eat** food delivery app has agreed on a new partnership with **Sainsbury's** to mark its second tie-up with one of the UK's 'Big Four' grocers. Launching with more than 175 stores by the end of February in places like London, Edinburgh and Bristol, the partnership will be rolled out to other cities throughout 2023. Shoppers will be able to purchase items from Sainsbury's, ranging from fresh milk and vegetables to household essentials through the Just Eat platform, which delivers within 30 minutes. The partnership marks a significant step in Just Eat's plan to expand its grocery offering, whereas Sainsbury's can offer its shoppers another fast and convenient way to get Sainsbury's groceries delivered to their door.

Source: theretailbulletin.com



ISRAEL



7-Eleven opens first store in Israel

7-Eleven International opened its first store in Israel. Located in Tel Aviv, the convenience store will offer shoppers internationally popular products and beverages, as well as a wide selection of fresh kosher foods developed specifically for Israeli taste preferences. Its entrance into the country brings Israeli shoppers a one-stop-shop solution with quality fresh food and convenience needs, via a store format not currently available in the market.

Source: prnewswire.com



PORTUGAL

Continente introduces self-service refill spaces

Portuguese supermarket and hypermarket banner **Continente** has introduced a new refill service in two of its outlets. The 'Refill Spot by Continente' is a pilot project that encourages shoppers to reuse packages when buying detergents, dry food and dog and cat food, therefore saving money and driving circularity. At the detergent refill station, shoppers can bring their own containers, paying only for the quantity of the product they buy. In addition, products from Continente's dried fruits, bio and pet food categories can be dispensed into 'Smart Cups', in reusable packages, equipped with an NFC tag that communicates with the dispenser and carries information about the package and the product. The refill equipment is designed to be convenient, innovative, and easily accessible.

Source: esmmagazine.com

Editorial

BRAZIL



Barbecue season is on with Boretti

In a fully digital campaign and by achieving goals, **Carrefour** shoppers earn digital coins with which they can redeem one of the eleven options in the Boretti barbecue range.

VEM FAZER CHURRASCO, FAZ MEU CARREFOUR
Collect coins and redeem for exclusive products

REDEEM FROM 1x

Download the MEU CARREFOUR APP and subscribe

minhas recompensas

FOR LIMITED TIME



THAILAND

Lotus's

Lotus's launches premium hypermarket brand Lotus's Prive

Lotus's retail store operator, Ek-Chai Distribution System, has introduced a premium hypermarket concept brand called 'Lotus's Prive'. The store offers a wide range of premium products compared to a regular Lotus's store, with about 40 percent of its goods imported. This premium hypermarket offers around 27,000 SKUs of fresh food, snacks and confectionery, cooking essentials, dry groceries, household foods, health and beauty products, and electrical appliances. The hypermarket concept store is designed to feature "the distinct elements of a premium hypermarket" that are translated into various touchpoints, from the look and feel and the assortment to the extra services it provides.

Source: insideretail.asia

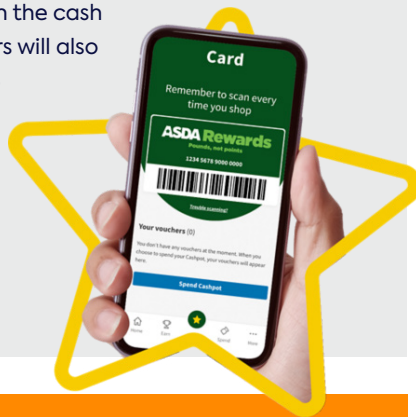


UK

Asda introduces new feature to its popular Rewards app

Asda has added a new feature to its Asda Rewards loyalty app to give shoppers more time to spend their Cashpots. The supermarket is extending the period that shoppers have to spend a voucher after creating it in the app from one, to three months. Asda is also reminding shoppers that any unused cash in their Cashpots that has yet to be converted into vouchers will expire six months after the month in which the cash was earned. And finally, shoppers will also receive a notification in the app reminding them of the amount that is due to expire from their Cashpot each month.

Source: corporate.asda.com



POLAND / FRANCE

Shopee shuts its France and Poland operations



Southeast Asian e-commerce company Shopee has closed its Poland operations after just over a year. Shopee launched in Poland in the autumn of 2021, marking the Singapore-based group's first foray into European e-commerce, along with its opening in France. The move was part of a global expansion plan that also saw the company launching into India and Latin America. Shopee announced its withdrawal from the market due to a weak growth outlook. Source: insideretail.asia

Editorial

AUSTRIA

GREEN RAY

Penny brings sustainable baking to Austrian families

From January 19 to April 22, Penny Austria is bringing the sustainable Green Ray baking solution to Austrian households. This campaign includes 8 baking items at strong promotional prices with up to 80% discount. The wide variety of products perfectly fits the rich Austrian baking culture, which is full of sweet pastries and family traditions.

More about Green Ray



SOUTH AFRICA

Checkers

Checkers launches ads in the UK and Australia - despite having no stores there

Despite not having any stores in the UK or Australia, Checkers ran two advertisements in the UK and Australia to highlight its value offering. Checkers' Chief Marketing Officer commented "The goal is to remind the many South Africans living in both the UK and Australia, that South Africa is a great place to live, and Checkers makes living here even better". Source: bizcommunity.com



SWITZERLAND



Exploring Switzerland with the National Geographic Outdoor Range, now at Spar

Spar in Switzerland has started a new campaign with the **Nation Geographic** Outdoor range. The range will run in all types of Spar stores, from their smaller convenience stores to their TopCC (cash and carry) stores. The program will run in 272 Spar franchise stores. 7 uniquely designed rewards can be collected: from led headlights to tents and from sleeping bags to backpacks and walking sticks. It's a perfect set for an adventurous spring!



BELGIUM



Collect&Go's unmanned vehicle makes first door-to-door deliveries

In November 2022, **Collect&Go**, **Colruyt Group's** online shopping service, announced its first test with a self-driving vehicle built by Estonian technology company **Clevon**. Now, **Collect&Go** is taking the next step in its pilot by delivering the first door-to-door deliveries.

Customers that are selected to be part of the test get a notification in-person with a code that enables them to remove the groceries from the vehicle. Customers can also return the delivery boxes and empty bottles directly in the unmanned vehicle.

Source: press.colruytgroup.com



USA



Kroger pilot aims to put digital offers into the hands of the in-store shopper

Kroger shoppers will test a solution from digital marketing and media company **Catalina** that will bring in-store shoppers online promotions in the form of print offers at the checkout. **Kroger's** goal is to cast a wider net for promotional offers by aligning these with the way shoppers' shop, whether it's in-store, online or both. Currently, personalized deals to digitally engaged **Kroger** shoppers are delivered through the website, mobile app and via mail. With this new initiative, a base of loyal, exclusively in-store **Kroger** shoppers will be presented relevant offers at the register using each store's in-lane printers while utilizing the cloud-based **Catalina** Media Platform.

Source: winsightgrocerybusiness.com

USA



Amazon Fresh raises its threshold for free delivery to \$150

Amazon Fresh has raised the threshold for free grocery delivery by a significant amount. Only orders above \$150 will not come with a fee. With this update, Amazon is more than quadrupling the amount shoppers must spend on grocery orders to get their food delivered with no extra costs. This change, which follows the company's decision in 2021 to raise fees for **Whole Foods Market** orders, comes as Amazon tries to improve online grocery profitability and contends with the recent slowdown in e-commerce growth. This highlights the harsh economic realities of offering online grocery service as costs mount and sales growth slows amid ongoing inflation.

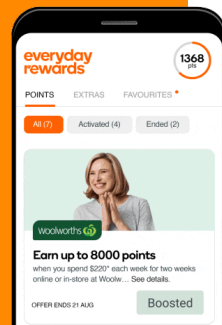
Source: grocerydive.com

AUSTRALIA



MyDeal joins Everyday Rewards loyalty program

After six months since **Woolworths** Group acquired an 80 percent stake in **MyDeal**, the online marketplace has now been integrated into **Woolworths's** loyalty scheme. **Everyday Rewards** has over 13 million Australian shoppers using the free card to access the loyalty program, earning one point per dollar spent at a variety of retailers across the country and online. In October last year, **Woolworths** introduced a subscription element where the so-called **Everyday Extra** members get more discounts and more points per dollar spent for a \$7 monthly fee. Source: powerretail.com.au



USA

meijer

New Meijer Grocery stores open doors to fresh and convenient retail experience

Meijer Grocery is a new Meijer store format focused on providing an effortless shopping experience for day-to-day needs. The Meijer Grocery stores feature unique design elements that enhance the shopping experience in terms of aesthetics and convenience. The new format's size allows Meijer to serve shoppers in more locations than possible with its larger supercentre format. The stores' condensed footprints offer the food-focused experience the retailer is known for alongside all the essential categories a shopper might need for a quick trip or weekly restock.

Source: prnewswire.com

Editorial



JAPAN

The popular Moomin is back at Izumi

Izumi launched a new 100% digital stamp-based loyalty campaign. The product ranges are 7 SKUs of Moomin dinnerware. With the well-known and always popular Moomin character, Izumi encourages the participation of more shoppers of all ages and genders. In addition, creative digital activations are put in place, to motivate shoppers to visit Izumi and participate in this campaign.



USA

amazon

Drone delivery takes off for Amazon and Walmart

Walmart and Amazon have plans to roll out their respective airborne delivery services. Walmart says that more than 10,000 items are available for drone delivery as they weigh 10 pounds or less; Amazon holds packages up to 5 pounds. Items can arrive as quickly as 30 minutes after the order has been placed. Customers must live within one mile of participating Walmart stores or up to 4 miles from Amazon stores.

Walmart also looks at other opportunities to use the service and is partnering with DroneUp to offer local businesses aerial drone solutions in areas like insurance, emergency response and real estate. This revenue stream will help to offset the cost of delivery and support its effort to gather more flight data.

Source: nasdaq.com

AUSTRALIA

coles

Coles unveils a next-generation store

Coles has opened a brand new next-generation store, which boasts a range of high-tech and environmental features designed to make food shopping more convenient. As part of Coles' commitment to sustainability, shoppers will be able to bring their own containers to the deli, scoop and weigh several products, enjoy a veg bar, and even a pet treat bar for their furry friends. While focusing on sustainability, Coles also emphasizes technology, such as fruit and vegetable scales adopting artificial intelligence, hybrid checkouts, and a click & collect service with a one-hour turnaround time. In addition to this, Cole's new store, in collaboration with food rescue organization SecondBite, will give all unsold, edible food to Australians in need. Shoppers can also donate purchased items at a special SecondBite collecting station placed at the store's front. Source:

insidefmcg.com.au

