



## Fresh format retailer slashes waste by 39%

### Customer Profile

Headquarters	Italy
Employees	9,000
Annual Revenues	2.6b
# Stores	140

### Problem

Food waste is an increasingly costly issue for supermarkets, particularly in the Fresh categories. As the retailer quantified the economic and environmental benefits of slashing food waste, they deemed this problem a top priority. They previously implemented last day 50% OFF stickers on an ad-hoc basis, but this was constrained by operational challenges and additional workload. These challenges were particularly apparent in the poultry and meat categories.

- **The main causes of food waste were:**
- High demand unpredictability generating overstock situations
- Sub-optimal markdowns for close-to-expire products
- Unable to comply with a FIFO sell-out due to customer behavior towards freshness

### Solutions and KPIs

In March 2019, the retailer decided to implement the Wasteless solution to address the growing problem of food waste. Partnering with a leading meat supplier, a strategic set of products within the poultry category with a limited shelf life and seasonal stability was selected. The project team determined clear KPI's in order to track the effectiveness of the solution.

### Project Goals

Reduce waste by

25%

Increase Net Margin by

0.5%

Increase revenues by

25%

### Solution Overview





# Results

Impact measured after 12 week program, based on store data and customer surveys

## Economic Results

### Waste Reduction



### Net Margin Increase



### Revenue Increase



## Customer Adoption

### Discount System Understanding Level



### Store's Ecofriendly Image Improvement



### Discount Acceptance Rate (DAR)



DAR = purchase discounted item when 2 prices are displayed



## Testimonials

"We implemented Wasteless technology to stimulate consumers to make a more sustainable choice, reducing food waste and optimizing product availability, with great benefits on the production line."

IT Director, Retailer

"Implementing GS1 DataBar in our products was a very simple modification that didn't involve any change in the way we operate or manage inventory. We know the impact of this small change can be huge throughout the supply chain."

Logistics Manager, Supplier

## About Wasteless

Founded in 2016, Wasteless provides an all-in-one solution to reduce food waste and increase perishable food profit by dynamically pricing items with a shorter expiration date at their optimal price point. Wasteless' mission is to reduce food waste in retail by 80% by leveraging state-of-the-art technology and pricing solutions. The company has offices in Tel Aviv, Amsterdam, and New York.

### Our Partners



Contact us to learn more!

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