

## Wasteless Success Stories

# Spanish retailer cuts waste by 32.7%

### Customer Profile

Headquarters	Spain
Employees	43,600
Annual Revenues	7.2b EUR
# Stores	6,157



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## Problem

Minimizing their environmental impact has long been part of a leading Spanish retailer's principles. Food waste reduction is a key tactic to achieve this goal. They implemented several initiatives to address inefficiencies in logistics and in-store operations. However, ineffective inventory management and arbitrary end-of-life markdowns continued to result in high food waste percentages and loss of margin. The retailer searched for a solution to improve end-of-life markdowns without increasing operational efforts and labor costs.

- The main causes of food waste were:
  - Over-ordering of products with limited shelf life to avoid out-of-stocks
  - Customers over-valuing products with longer expiration
  - Lack of real-time shelf-state monitoring to anticipate and reduce waste situations

## Solutions and KPIs

The leading retailer and Wasteless determined to focus initially on products with high levels of waste, high freshness sensitivity, high rotation and limited shelf life. For this reason, packed salads, sandwiches, and cut fruit were selected as the best candidates for waste reduction using dynamic pricing. In addition to waste reduction and margin impact monitoring, the retailer was focused on understanding how their customers reacted to the dynamic pricing tests.

## Project Goals

Reduce waste by

25%

Increase revenues by

6%

## Solution Overview



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# Results

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

## Economic Results

### Waste Reduction



### 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 are very happy with the outcome of Wasteless implementation in our Madrid store. We are surprised with the level of engagement of consumers that value sustainable innovation, and we are sure this solution will be a standard in upcoming years. For economic and social upsides."

### Ricardo Currás

Retailer's CEO

"It was exciting to be able to integrate the store's systems in just a few weeks. Besides the benefits of dynamic pricing, our solution has built a sense of empowerment within the staff of the store, by allowing them to become active participants in our mission to reduce waste."

### Yossi Regev

CTO, Wasteless

## 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.

Technology Partner

**PRICER**

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