Food Waste at PENNY
- Refresh Incubator Day -

Berlin, May 19th 2017
From a strategic point of view, “Food Waste at PENNY” includes a customer-oriented part...

Customer-oriented part:
- Message: Save money by running a household in a smart way
- Penny gives advise about perfect planning, correct storage of products, creative use of leftovers

Requirements in communication:
- No moral finger
- Positive statements
- Show personal benefits to consumers
...and at the same time keeps the focus on internal processes in the context of food waste

Internal part:

- **Aim:** Improve the transparency/data quality about incurring food waste in stores/warehouses

**Requirements:**

- Talk about existing activities (e.g. cooperation with food bank)
- Improve existing internal processes
- Improve awareness of employees in stores/warehouses
Customers and stakeholders were convinced about the concept of Naturgut „Organic Heroes“

- Organic fruits and vegetables of the brand PENNY Naturgut that are not always perfect
- Start in April 2016
- Sales raise of 7.5%, sales heros such as cucumbers or peppers raised up to 50%
- Pleasing communication concept

Advantages:
- Less effort in separating the fruits and vegetables for the farmers
- Organic farming brings more profit
- Avoidance of food waste
- Strengthen customer appreciation for production of fruits/ veg.
In April 2017 PENNY tried a new way to achieve customer awareness concerning food waste

**Food Waste Challenge:**
- Cooperation with German cook Michael Schieferstein, expert for food waste/ use of leftovers
- Cooperation with 4 bloggers: Each blogger had to create a video diary and publish those in their online channels. Customers voted for their favorite video.

Other current activities in context of food waste:
- Facebook posts about leftover receipes
- Advise about correct storage of bread on PENNY bakeoff-bags
- Advise about correct storage of fruits/ veg. on small plastic bags
- Regular content in weekly promotion handouts
How can we build on our successful existing food waste reduction efforts to...

• educate consumers

• further improve internal retail processes

... and make a direct impact on food waste?

Aim: Customers need to have more appreciation for food, esp. fresh food like fruits/ veg., bread, meat.

Aim: Commitment of staff (esp. buying and sales) is needed → match with customer demands is required.