

MENY SOLRØD



DIGITAL TOOL HELPS MENY IN THE FIGHT AGAINST FOOD WASTE

After a convincing test, Dagrofa rolls out the food waste app 'Whywaste' in all the Danish MENY stores. At MENY in Solrød, the store has already managed to achieve a significant reduction in food waste. In addition to the app, the new IT solution also consists of handheld terminals and label printers to print out discount labels - directly from the app.

Today, food waste is a high priority focus area at many supermarkets. At MENY, Dagrofa's flagship chain, it is not just about giving away surplus food for social purposes and those who need it, but also about changing the routines of the store staff. A new IT solution makes it possible to eliminate the risk of food waste completely.

Whywaste is the name of the new tool that has found its way to the Danish MENY stores, as a serious initiative in the fight against food waste and groceries that have exceeded the sell-by date. As part of the Whywaste project, Delfi Technologies has been selected as the IT provider of handheld

terminals (model: Zebra TC57) and mobile label printers (model: Zebra ZQ610) for Dagrofa.

DIGITAL OPPORTUNITIES HELP

With handheld terminals, the store staff can manage the Whywaste app and keep track of expiration dates. A manageable list presents the groceries that may exceed the expiration date. A connected label printer enables you to print discount labels for the selected items through the app. In this way, the customer gets the opportunity to buy the groceries at a reduced price, instead of the supermarket just must throw out the goods.



With the Whywaste app and the mobile tools from Delfi Technologies, the store staff no longer need to manually review and control all items. It is a great help in the daily work at MENY in Solrød.

- As a supermarket, we need to embrace new technology in the fight against food waste. Our new tool creates greater visibility and proactively reduces food waste through an app. In that way, we can use our resources way better. As a next step, we hope to be able to pull data and statis-



tics from the Whywaste solution in order to regulate our assortment based on the current situation in the store, says Kasper Bull Krogh Cheung, Deputy Manager at MENY in Solrød.

NEW INITIATIVES PREPARE MENY IN SOLRØD FOR THE FUTURE

Like more than 200 Dagrofa stores (MENY, SPAR, Min Købmand and Let-Køb), MENY in Solrød also uses electronic shelf labels from Delfi Technologies. This ensures that the prices are always up to date, which means that the price on the shelf also is the

same price you get at the checkout.

A major rebuild of the store was also completed in September 2019. The store opened a new food market with a much more open store, a bigger butcher, a new kiosk, a new larger wine department and a new flower department. According to Store Manager, Dorthe Jensen, the combination of the store renovation and digital initiatives means that MENY in Solrød now is well prepared for the future:

- We have used electronic shelf labels for a long time. On top of that is our store renovation that has given us a more open store. Most recently, we have emerged as a serious player in the fight against food waste. This is all initiatives that will prepare us for the future and ultimately benefit our customers.

ABOUT MENY

MENY is the whole of Denmark's new food market and is owned by Dagrofa together with the country's independent grocers. The chain consists of approx. 116 stores in Denmark and employ over 5,500 employees.

Delfi Technologies is a European IT company that develops and sells barcode solutions in connection with product registration and electronic shelf labels for the retail, warehousing & logistics industry, as well as the healthcare system. Delfi Technologies has grown significantly in recent years and today has offices in Denmark, Sweden, Norway, Germany, Italy, and Vietnam. The company has 100 employees, half of whom are at the Danish headquarters at Galoche Allé in Køge.