



**whywaste**

Making it profitable to reduce food waste in retail

# About us

- Launched in 2016
- Mission to help eliminate food waste
- Offers a portfolio of four solutions
- Currently in 32 retail chains on 17 markets

**makro**

**STOCKMANN**

axfood

**CIRCLE K**

**ICA**

**K**

**Dia** 

**MENY**

**MAXIMA**

  
Carrefour

**SMART**  
Supermercados

**7**  
ELEVEN

  
SPAR

**ASDA**

*la fruiteria*  
Boutique de Frutas

**NW** **NEW WORLD**

**METRO**

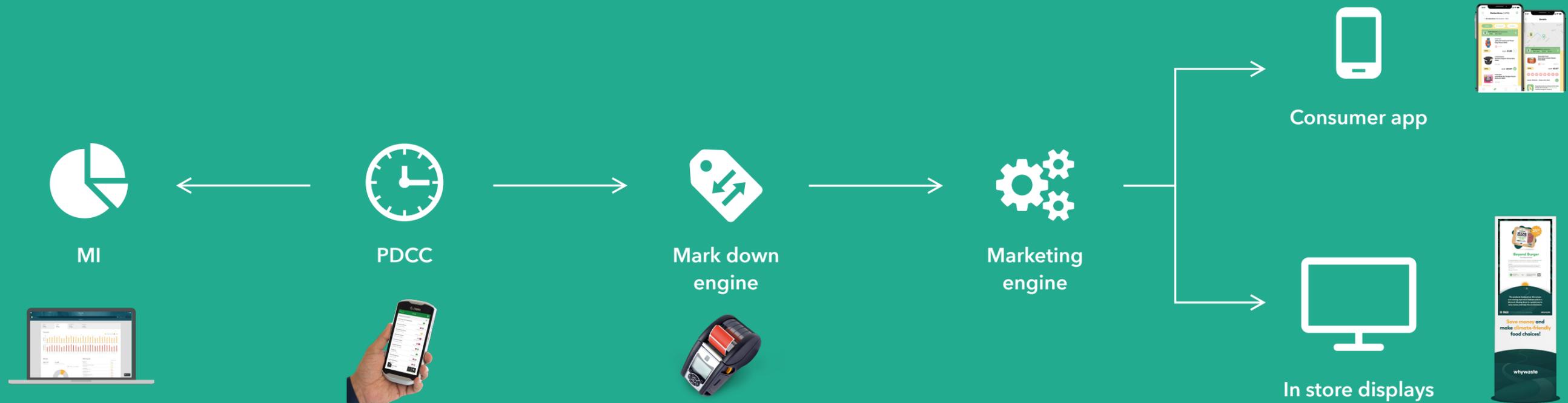
**REMA**  
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**CITY GROSS**

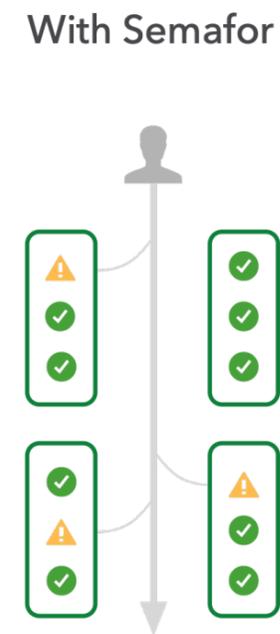
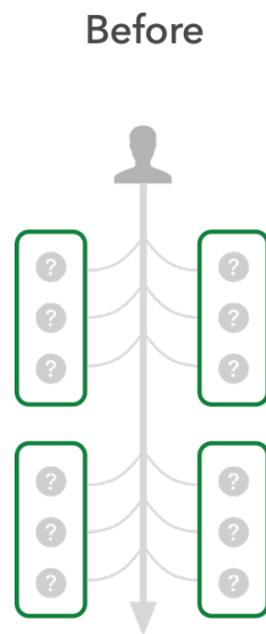
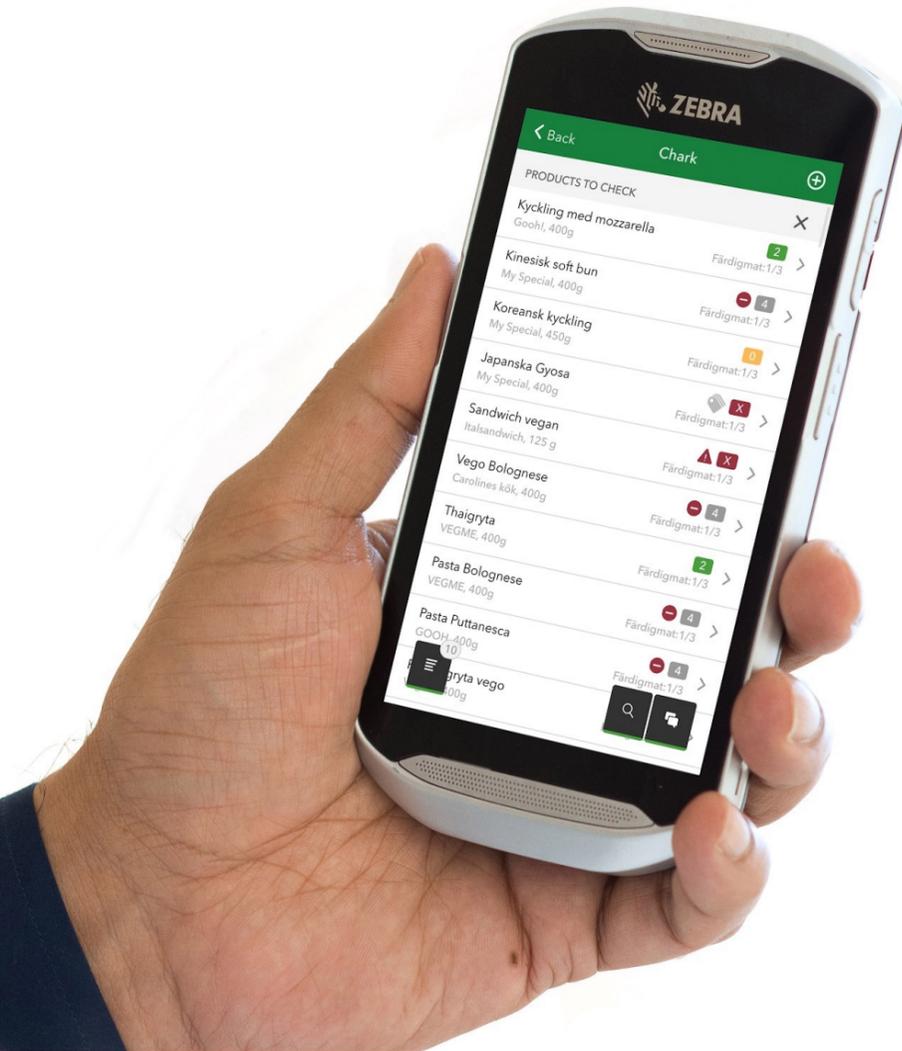


# An E2E-solution that reduces waste and increases profitability

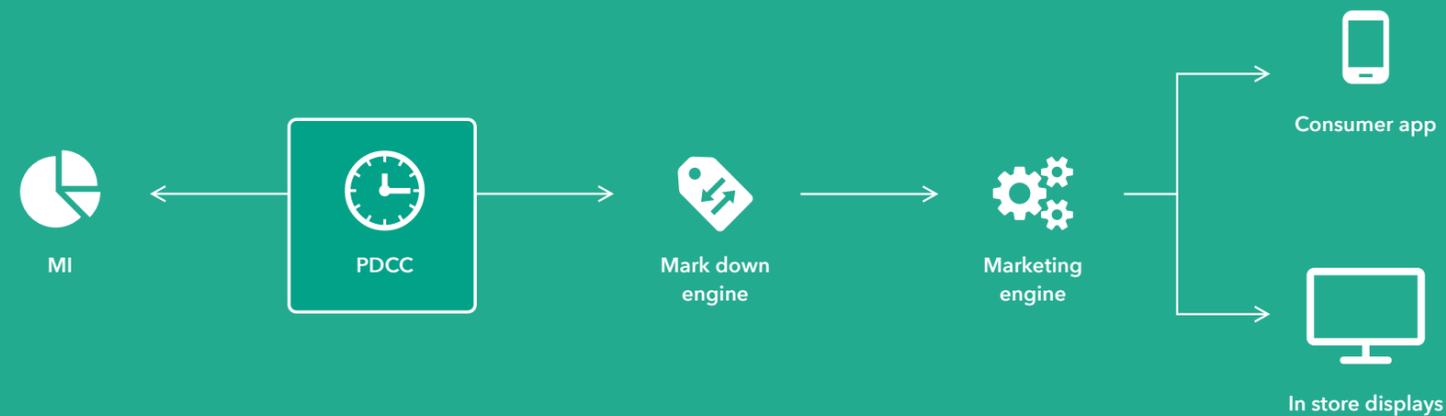


# Semafor

## Prompted date code checking



- 50% time savings related to date checking
- Consistent chain wide way-of-working
- Ensures date checking compliance and decreases risk of missing products



# Price engine to mark products down optimally

With mark down printer

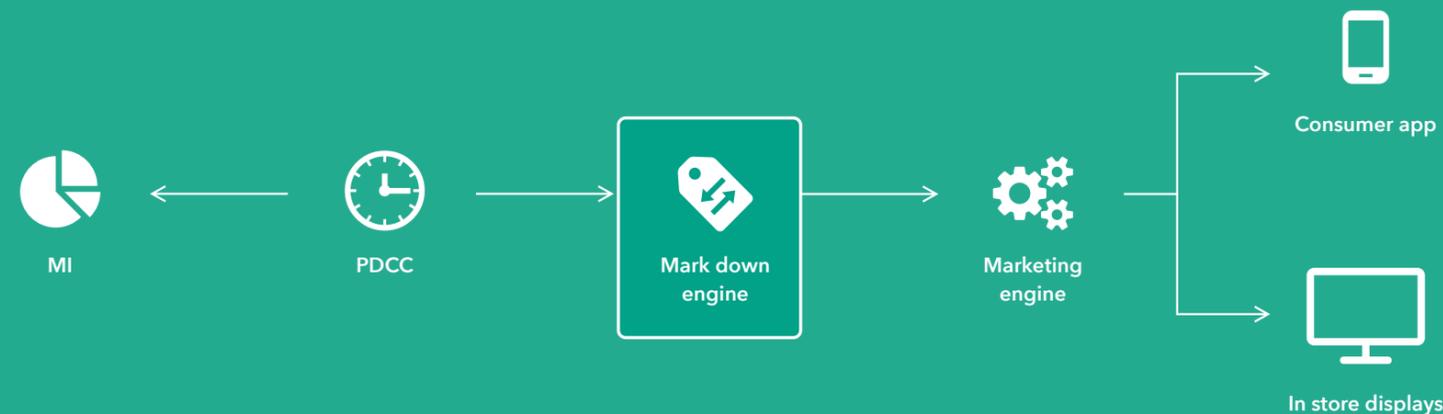


- AI-powered pricing engine calculates optimal discount based on multiple factors
- Can be used integrated in E2E-solution or stand alone
- Examples of factors: Store type, Occasion (day of week, time of day, holiday), Product price elasticity, Local weather, Cannibalization, In store discount status, Traffic profile, Price psychology limits etc.

With ESLs

Dole, salad - 190g		
Date	May 1	Apr 28
Price	£5	£4

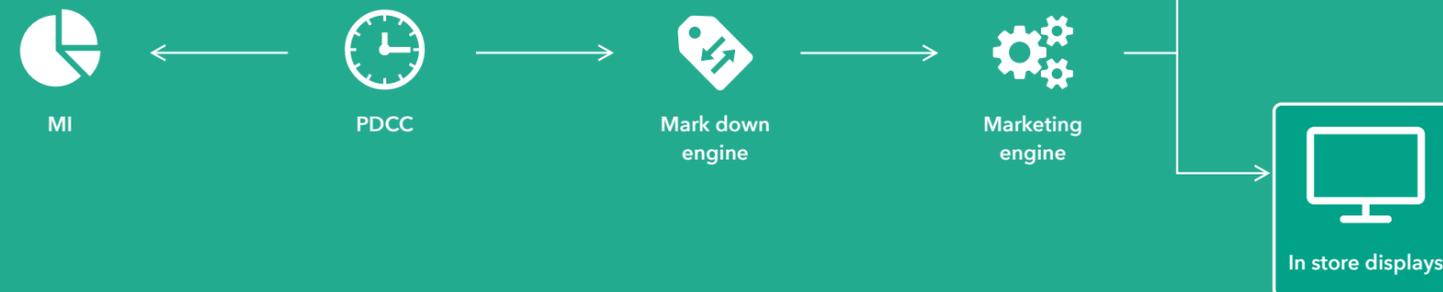
- Pricing engine can handle continuous calibration, optimization and price updates
- Existing integration to multiple major ESL providers



# In-store display - "The sustainability screen"

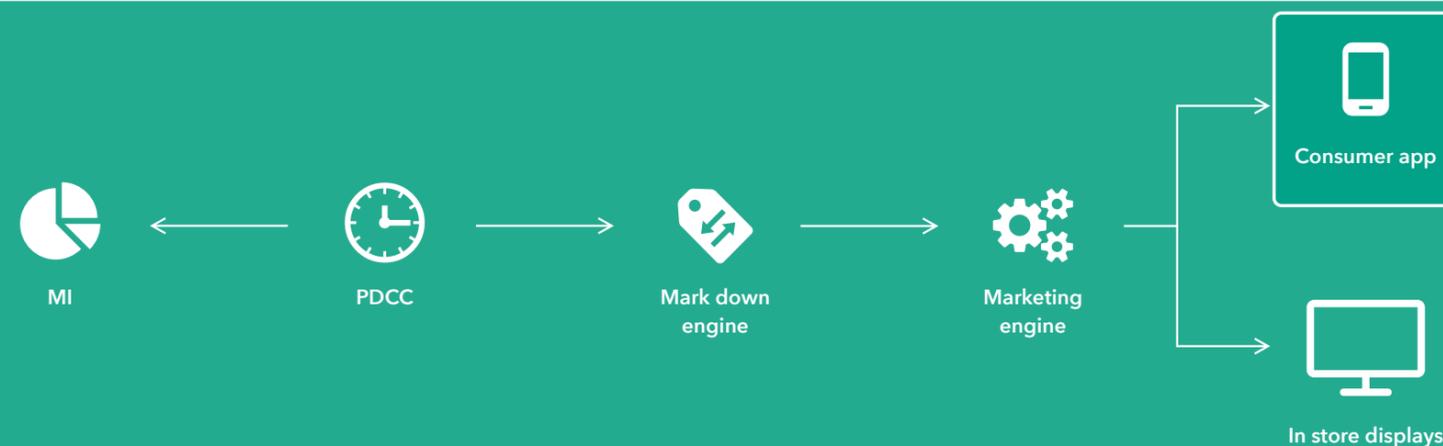
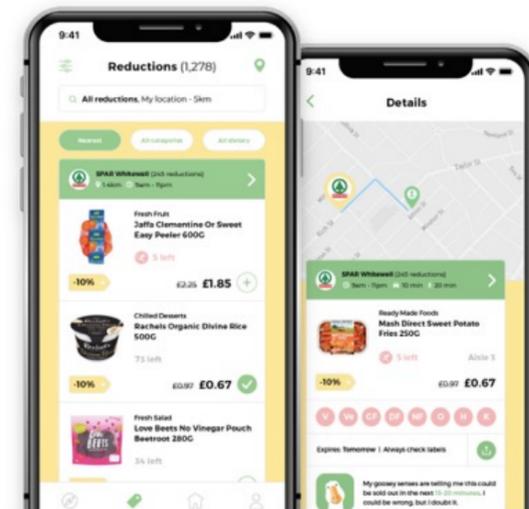


- Automatic prioritisation and presentation of offers based on highest potential return
- Besides offers used to communicate environmental initiatives (e.g. "what is One Stop's doing", "what can customer do")
- Optimize based on *Profit* or *Carbon footprint*
- Chain specific design

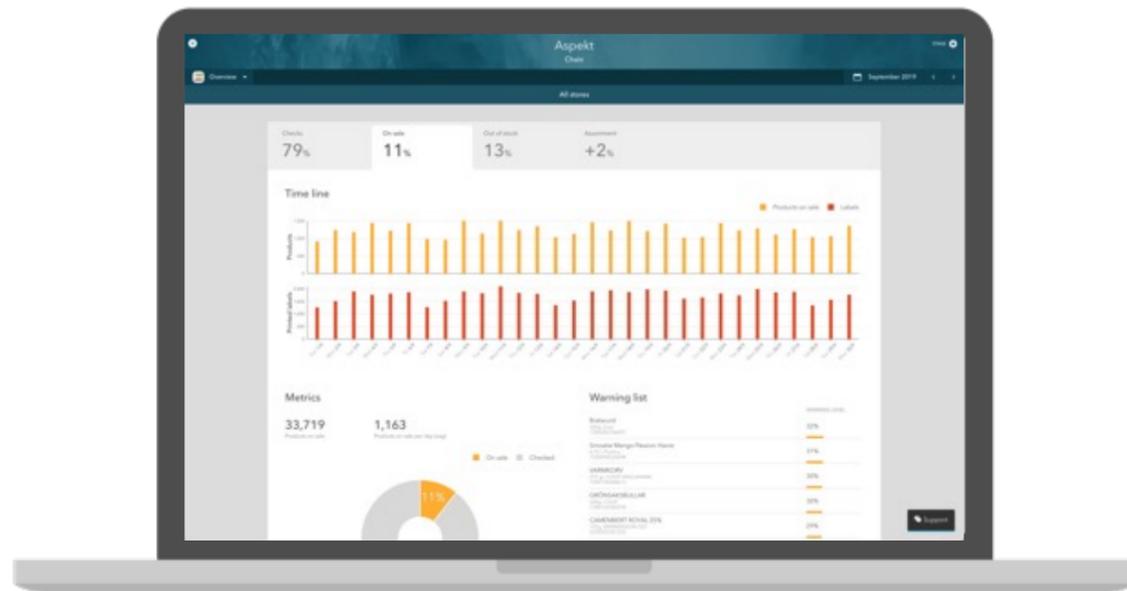


# Integrations to consumer application enables promotion of marked down products

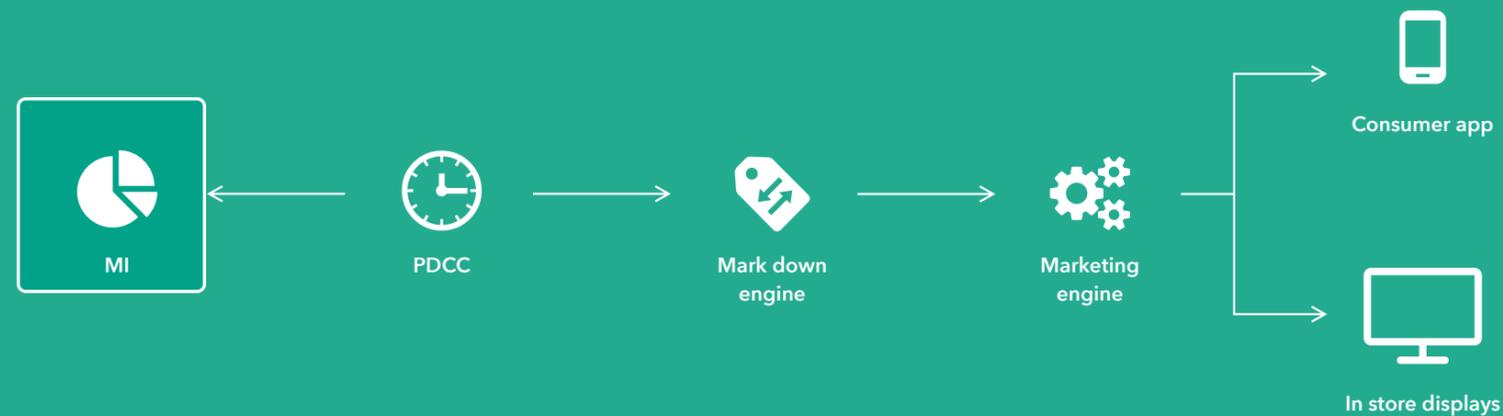
- Through Integration between Whywaste and a consumer application of choice, marked down products can automatically be published to consumer application
- Possibility to drive traffic and new customers to store
- Can be used in combination with sustainability screen and pricing engine



# BI system to continuously improve waste figures



- BI-system to get deeper insights on waste related issues in stores and chainwide
- Department, Store or Chain level
- Ensures compliance of date checking
- Supports assortment work
  - Waste products
  - Discount/sell through
  - Out-of-stock



# Case study

## Medium sized European retailer

- Medium sized European retailer with mix of supermarkets, hypermarkets and convenience sized stores
- Used own developed date checking system previously
- Used static discount of 30%

Started using Whywaste's date checking solution combined with dynamic pricing engine and...

# The results

15% 

Reduction in Waste

 17%

Increased profits from short dated products

Business case

# Swedish hypermarket chain

Translated to labour cost of €2 800 per month

	Before	Difference	With Whywaste
Hours per week spend on date check	10.7 hours	-3.3 (-30.4%)	7.4 hours
Labour cost/year (worker salary €2800/month)	€437 500	-€133 000 7600 saved hours	€304 500
Yearly waste in departments where Semafor is used	€3.7 M	- €1.1 M (-29%)	€2.6 M
<b>Total cost (waste + labour time 1 year) (45 Stores)</b>	<b>€4.13 M</b>	<b>- €1.23 M</b>	<b>€2.90 M</b>



# Average Results per format

and store from using Semafor & Whywaste

Business  
Cases

European  
Retailer

	Convenience Format	Supermarket Format	All formats together*
Value of reduction in Waste (Euro/Year)	16 950	22 455	19 770
Value of time savings (Euro/Year)	10 350	9 415	9 950
<b>Total savings Per Store &amp; Year</b>	<b>27 300</b>	<b>31 870</b>	<b>29 718</b>

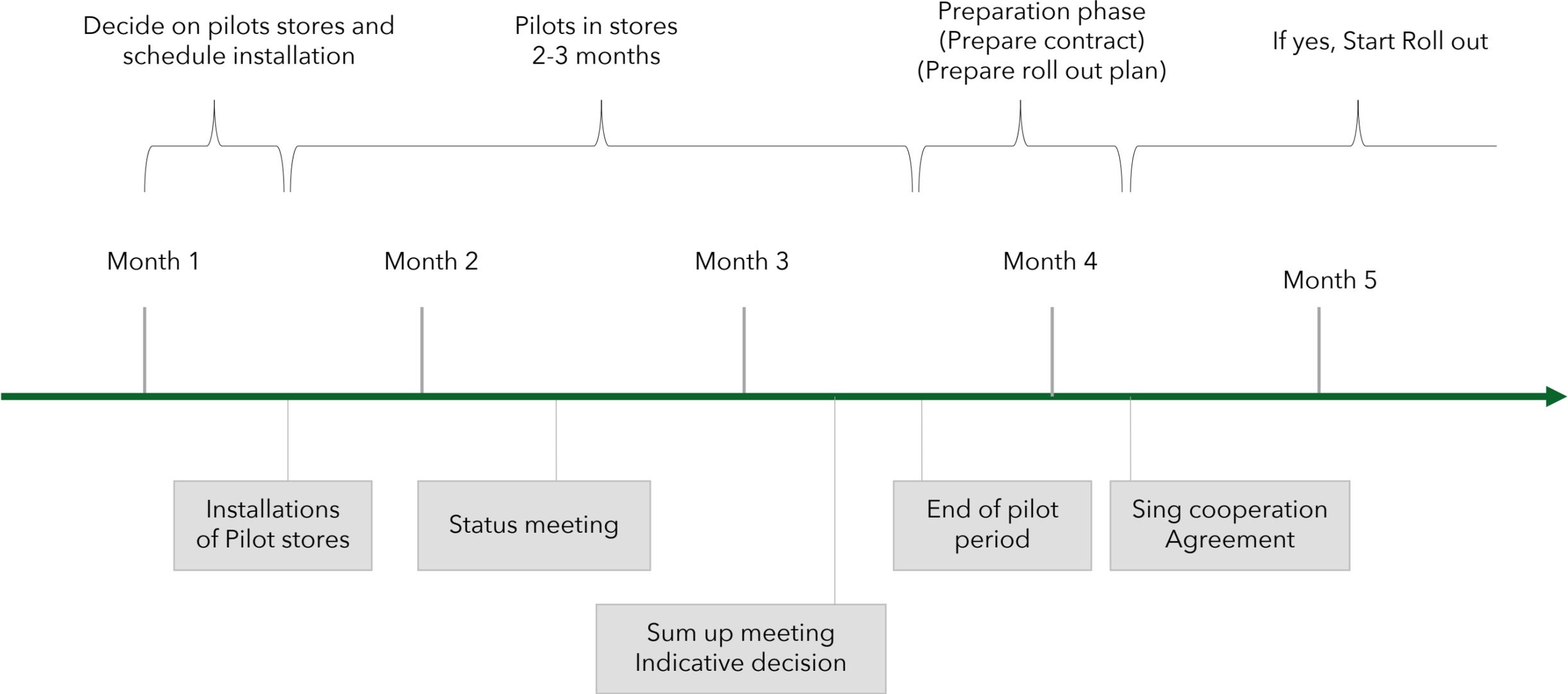
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Note: Chain and names anonymized. \* Includes all data from all stores together. \*\*Calculations based on estimations on available data from responding stores. 11 Stores used to calculate data.

Business case Convenience Format - Single Store  
 A store saves about 27 300 €/Year using Semafor  
 Based on averages from store survey

	Before	Difference	With Semafor
Hours per week spend on date check	8 hours	-5 hours (-62.5%)	3 hours
Labour cost/year (Store colleagues cost -40 €/hour)	16 675 €/Year	-10 380 € 260 saved hours	6 295 €/Year
Yearly waste (Based on 4m E in turnover and waste of 0.8% before Semafor)	37 652 €/Year	-16 945 € -45%	20 708 €/Year
<b>Total cost (waste + labour time 1 year)</b>	<b>54 327 €</b>	<b>- 27 300€</b>	<b>27 000 €/Year</b>

# Typical pilot process



# Why Whywaste?

- World's most widely used solutions for reducing waste
- Possibility to cover whole value chain from assortment, via in-store processes to customer communication
- High ROI (800-1200%)
- Experience from working with multiple system providers such as Microsoft, SAP and StoreOffice
- Hardware agnostic and existing HW-integration in place (e.g. printers, ESLs etc.)

