



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

 **NEW WORLD**

METRO

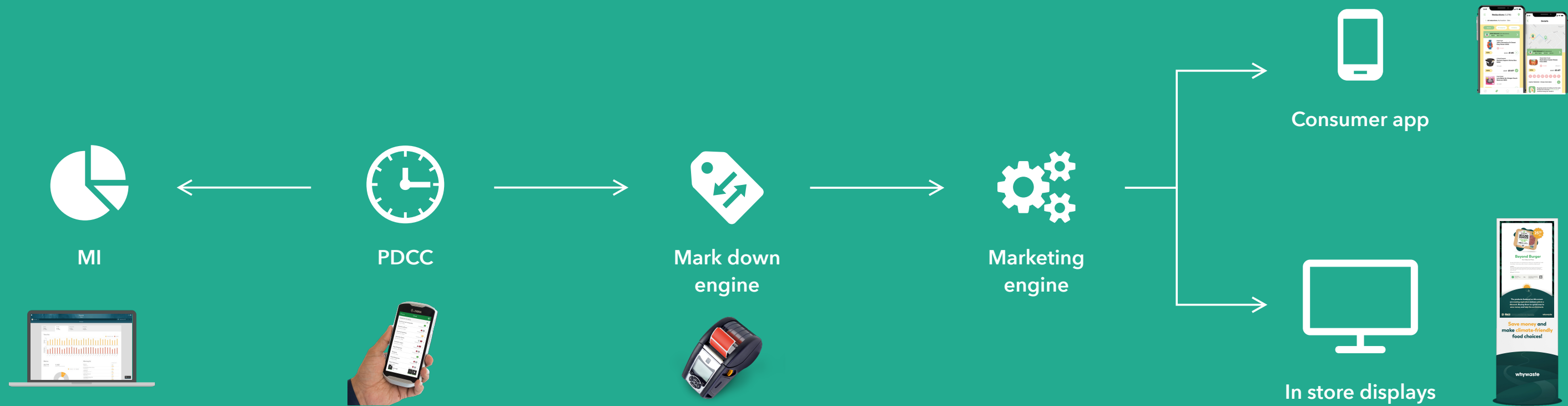
REMA
1000

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CITY GROSS

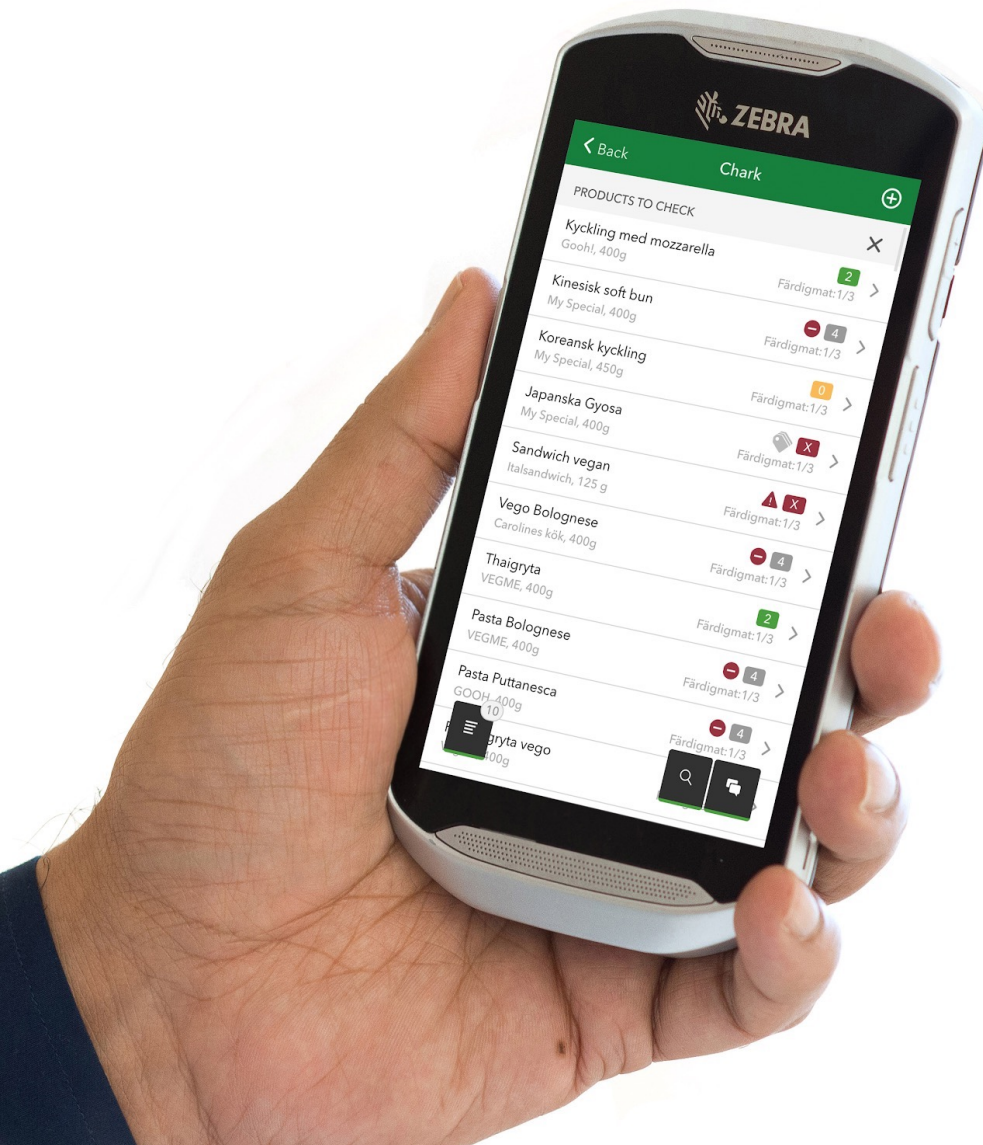


An E2E-solution that reduces waste and increases profitability

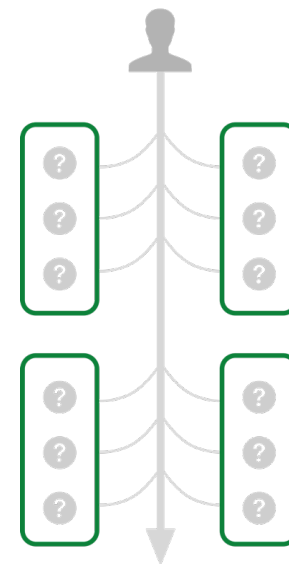


Semafor

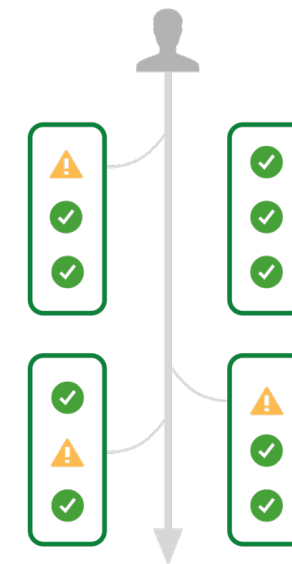
Prompted date code checking



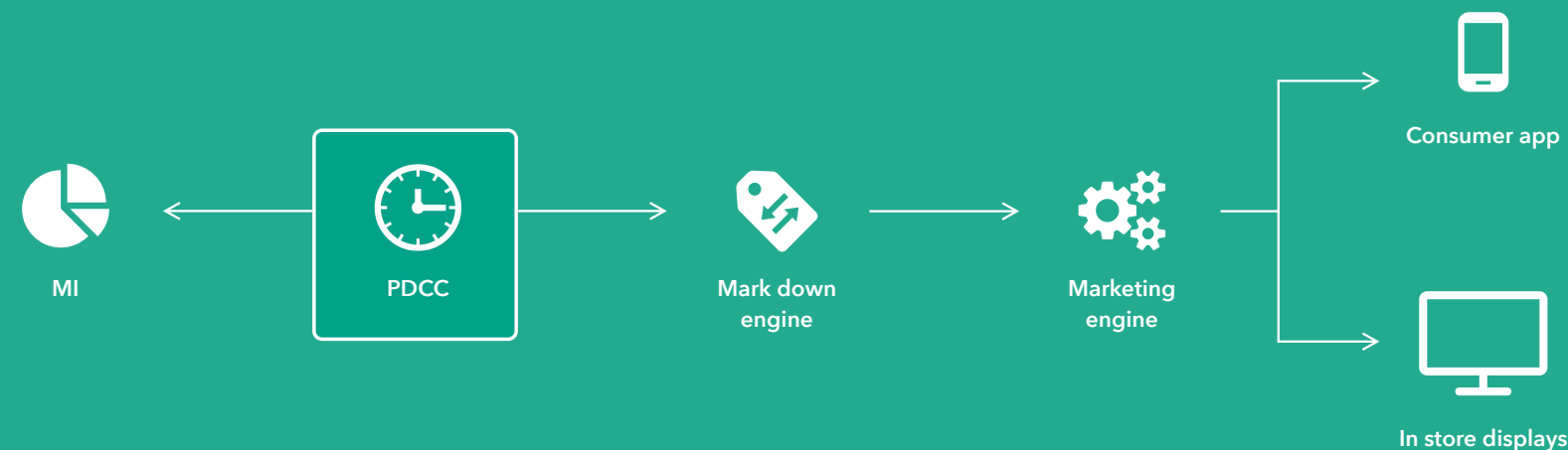
Before



With Semafor



- 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

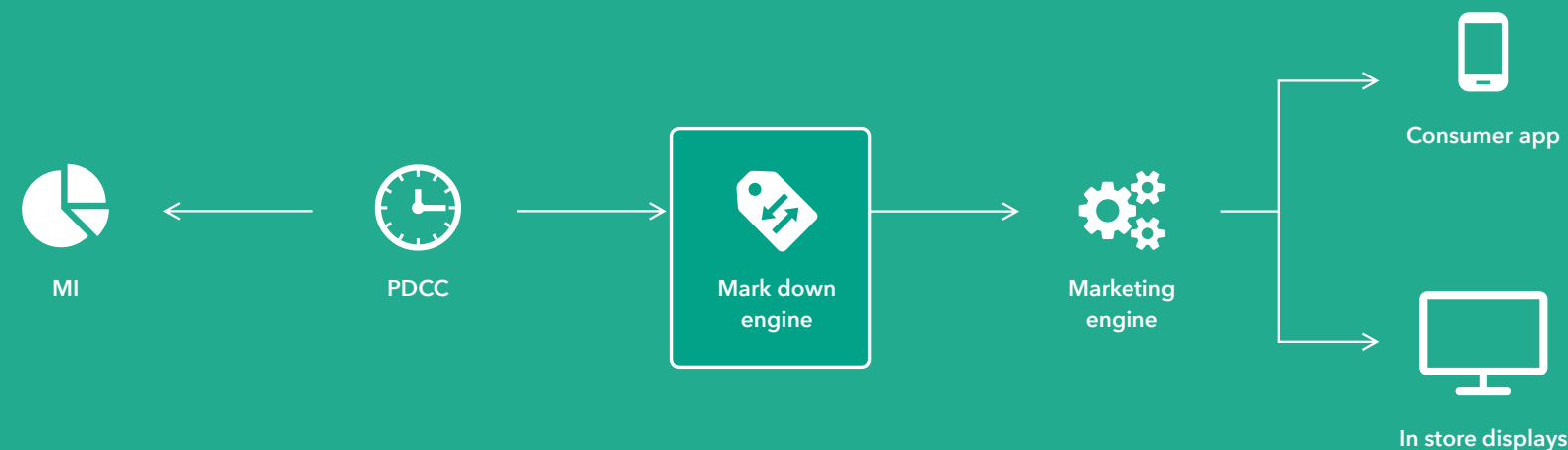


- AI-powered pricing engine calculates optimal discount based on multiple factors
- Can be used integrated in E2E-solution or stand alone
- Examples of factors: Store type, Occasion (day of week, time of day, holiday), Product price elasticity, Local weather, Cannibalization, In store discount status,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

With ESLs

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

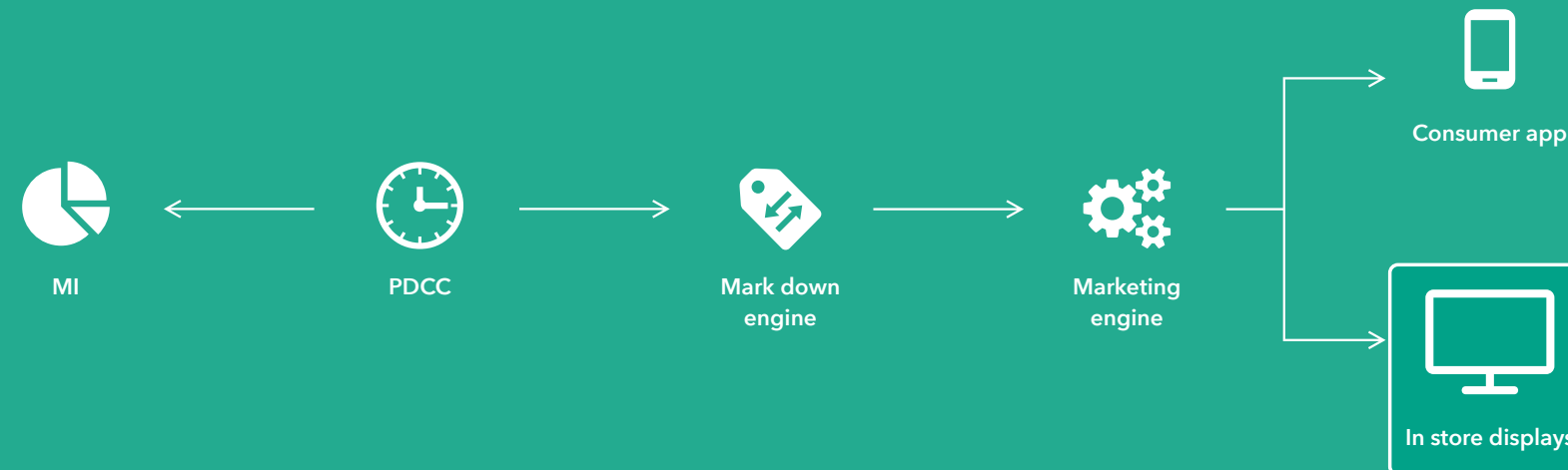
- Pricing engine can handle continuous calibration, optimization and price updates
- Existing integration to multiple major ESL providers



In-store display - “The sustainability screen”

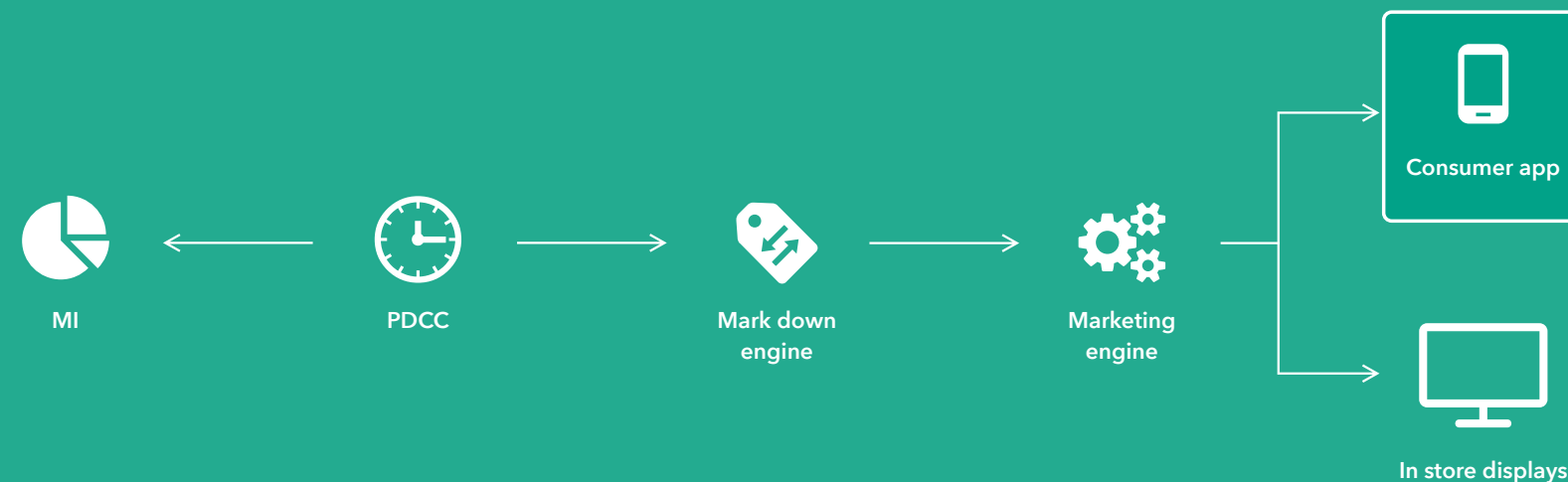
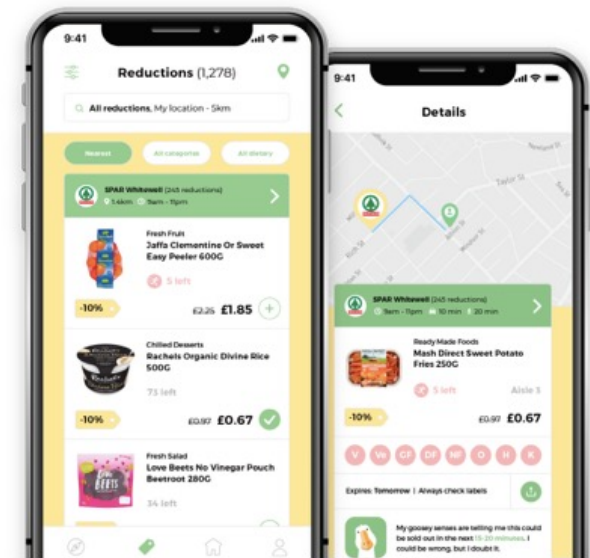


- Automatic prioritisation and presentation of offers based on highest potential return
- Besides offers used to communicate environmental initiatives (e.g. “what is One Stop’s doing”, “what can customer do”)
- Optimize based on *Profit* or *Carbon footprint*
- Chain specific design

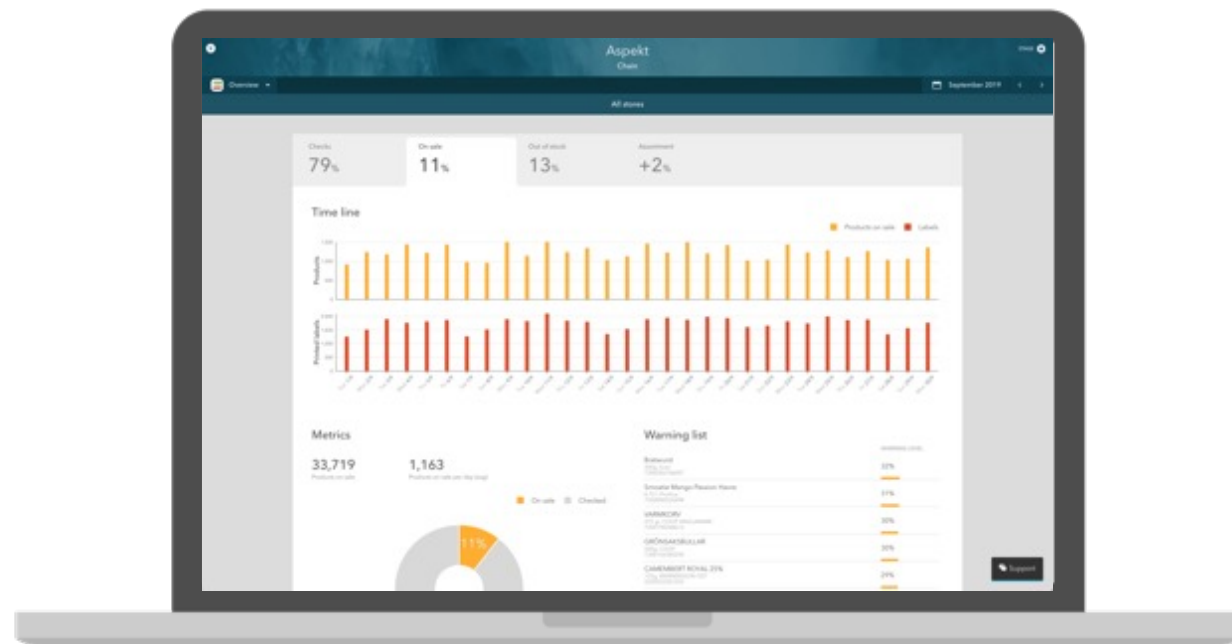


Integrations to consumer application enables promotion of marked down products

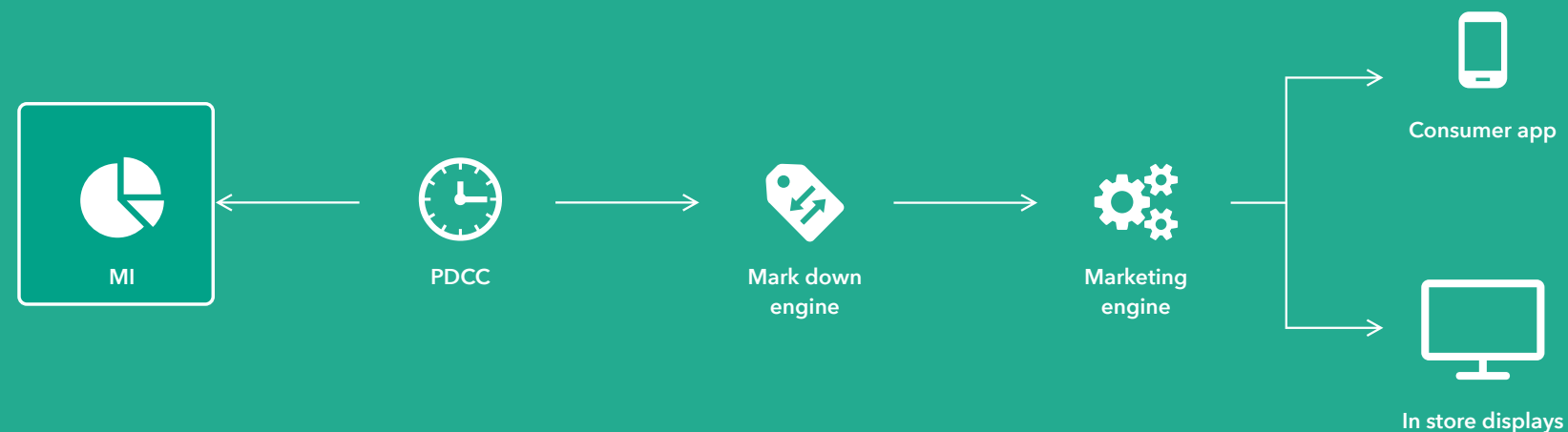
- Through Integration between Whywaste and a consumer application of choice, marked down products can automatically be published to consumer application
- Possibility to drive traffic and new customers to store
- Can be used in combination with sustainability screen and pricing engine



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
Total cost (waste + labour time 1 year) (45 Stores)	€4.13 M	- €1.23 M	€2.90 M



Business Cases

European
Retailer

Average Results per format and store from using Semafor & Whywaste

	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
Total savings Per Store & Year	27 300	31 870	29 718

whywaste

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.

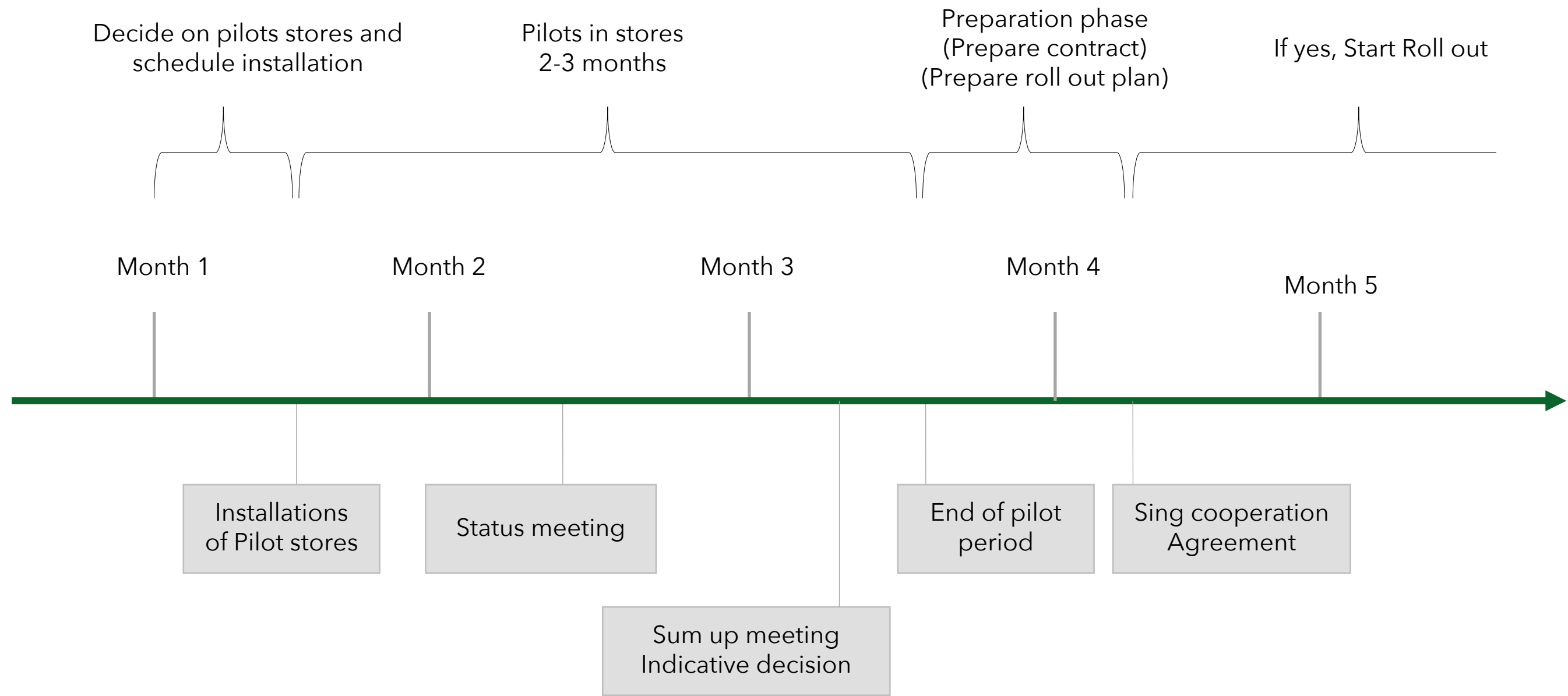
Business case Convenience Format – Single Store

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
Total cost (waste + labour time 1 year)	54 327 €	- 27 300€	27 000 €/Year

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.)

