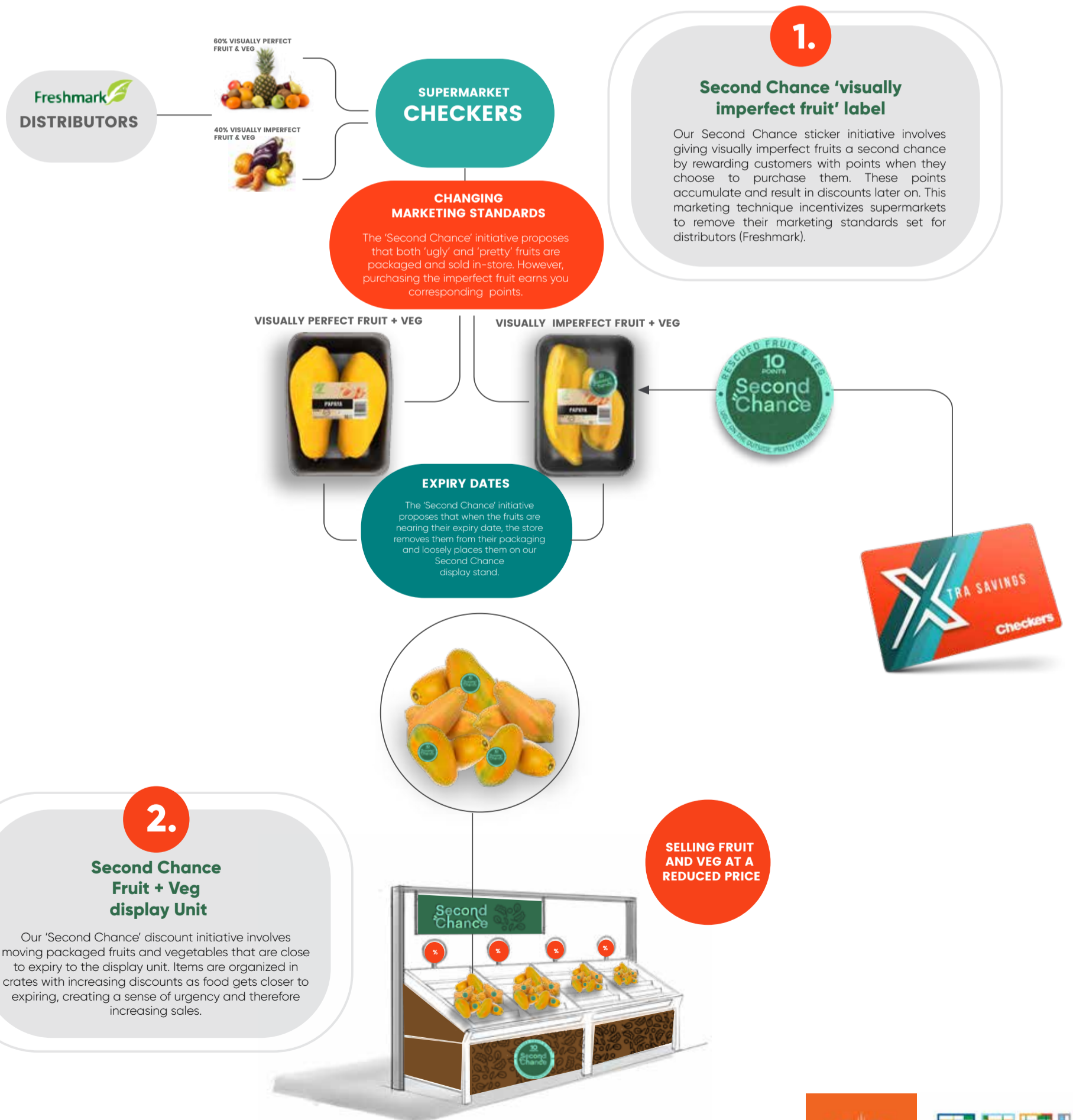


CHECKERS FOOD LOSS CHAIN



NEW Second Chance FRUIT+VEG LIFECYCLE



Second Chance

VISUALLY IMPERFECT
FOOD LABEL



The implementation of our 'Second Chance' marketing strategy includes labelling the packaging of these visually imperfect fruits and vegetables. This strategy encourages customers to make informed choices, earn points, and contribute to waste reduction while simultaneously boosting supermarket sales.

CHECKERS REWARD CARD



Only on selected Xtra Savings groceries

30%

Rewards when card is swiped

Checkers uses membership cards, a common global marketing strategy. It boosts customer engagement, offers incentives, captures customer data, and enhances brand loyalty and satisfaction.

Second Chance

DISCOUNT FRUIT + VEG
DISPLAY UNIT



In store application
where customers can
view and
purchase Second Chance
fruit and veg



Display Signage



2

Step 2

Expired produce in the crate is thrown away or composted.



1

Step 1

once the fruit and veg has past its expiration date, the crate is removed from the display.



3

Step 3

A new batch of fruit and veg that is starting its count down to expiry is put on the crate.



4

Step 4

The newly stocked crate is placed at the front of the stand and the other crates shift over.

