

Press release Massy, 29
September 2021

Carrefour starts selling eggs loose at affordable prices to help tackle food wastage

We are hoping to save 3.5 million eggs annually going forward. If any of the eggs inside a box are broken, the box can no longer be sold and all of the eggs have to be scrapped. So to reduce this kind of wastage, Carrefour is now selling eggs loose at all of its hypermarkets. And in the weeks ahead, this practice will be extended to all of our Market stores. By installing “zero waste challenge” units, Carrefour is helping to tackle food wastage, maximising its customers' purchasing power in the process.

One broken egg no longer means a whole box wasted

Carrefour is unwaveringly committed to tackling food wastage and so has installed “zero waste challenge” units into which unbroken eggs taken from boxes in which broken eggs have been found are placed.

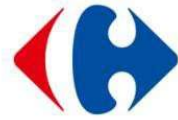
These eggs are presented loose and are arranged according to how they have been reared (0. Organic, 1. Open air, 2. Free range and 3. Low price) to help customers choose. They can then put a box of six eggs together themselves and purchase it for only €0.50. This is an innovative anti-waste initiative as well as a way to maximise consumers' purchasing power: high-quality eggs are on sale at prices everyone can afford.



This loose egg sales initiative has recently been tested in 30 Carrefour stores and has already helped sell 13,000 boxes of eggs in just a few weeks – eggs which otherwise would have had to be scrapped.

Carrefour Press Office

Tel.: +33 (0)1 58 47 88 80 / E-mail: presse_france@carrefour.com



About Carrefour in France

Carrefour has over 5200 stores in France operating in four formats (hypermarket, supermarket, convenience and cash & carry). For sixty years, Carrefour has been a partner in the daily lives of millions of customers, offering them a wide range of products and services at the lowest prices. To keep pace with new consumer modes and make shopping easier for its customers, Carrefour has developed a number of omni-channel solutions (e-commerce, Drive, Click and Collect, express delivery and mobile applications). Carrefour employs 105,000 people and welcomes more than 3 million customers every day throughout the country.

For more information, visit: www.carrefour.com (press page), www.carrefour.fr or to follow us on Twitter: @CarrefourFrance, @GroupeCarrefour.