



Press release
Massy, 7 July 2022

Less waste and more purchasing power: Carrefour has teamed up with NOUS anti-gaspi and created a range of products that stand out from the rest, as well as being up to 20% cheaper.

In partnership with NOUS anti-gaspi – trailblazing stores in the drive to tackle food wastage – Carrefour is exclusively selling 30 products in its Paris-region hypermarkets and will later expand this initiative to the rest of the country. Carrefour wants to bolster its customers' purchasing power, while at the same time changing the way things are done in retail.

Healthy products at very affordable prices

With this new range, Carrefour is aiming to bolster its customers' purchasing power, giving them healthy products at very affordable prices. On sale at up to 20% cheaper, the Nous anti-gaspi range features numerous everyday fresh products, including a number of organic ones. And all of them are made in France, or more specifically in their historical regions. For example:

- A box of six eggs laid by free-range hens will be available at €1.08;
- Pays d'Auge cheese made from raw milk will be available at €1.90 for 200 kg;
- Superior French-origin cooked ham will be available at €10.40 per kilogram;
- A 200 g box of French-origin smoked bacon lardons will be available at €1.50;
- Organic French-origin cucumbers will be available at €1.29 each;
- French-origin peaches, nectarines and apricots will be available at €1.99 per kilo;
- 180 g of French-origin country pâté will be available at €1.15.

A pioneering, hard-hitting initiative to tackle food wastage

As a pioneer in tackling food wastage, Carrefour wants to change the way the retail sector operates, by exclusively selling 30 NOUS anti-gaspi brand products in its Paris-region supermarkets. These are products which may have physical defects (in terms of their weight, shape or size), they may have earlier use-by dates or they may be produced to order so as to avoid production surpluses. Consequently, they will not be consistent with the standards of the traditional retail channels*.



Following a preliminary testing phase in the Paris region, sales of these products will be extended to the rest of the country. Carrefour will then be able to test the appetite that consumers have for a more variable and non-permanent range, but one that is more economical thanks to reduced wastage. The retailer will then sell other products in this way, based on customer feedback.

*Examples include eggs laid by young hens considered too small; irregular slices of ham or ham that has not been cut properly; cucumbers that are twisted or which have visual defects; cheese that has lost its certification as it is too light, etc.

About NOUS anti-gaspi

The NOUS anti-gaspi brand was launched in 2018, and was created by the network of grocery stores of the same name (24 such stores in France). Its aim is to lay the foundations for a new production and distribution model that will eliminate wastage generated upstream of stores. Wastage generated by food producers and manufacturers is the primary source of food wastage. Around 50 producers and manufacturers are already partnering the development of this brand which is based on a more virtuous approach to consumption. In terms of sheer number of products, it is the leading anti-waste brand in France.

By adopting this approach and reducing wastage, the brand provides consumers with a high-quality, affordable range of products, while at the same time doing something to help the planet.

About the Carrefour Group

With a multi-format network of over 13,000 stores in nearly 40 countries, the Carrefour Group is one of the world's leading food retailers. The Group recorded revenue of €81.2 billion in 2021. Its network of consolidated stores has more than 370,000 employees who help to make Carrefour the world leader in the food transition for everyone, providing everybody with access to high-quality, affordable food every day, no matter where they are. In total, more than 500,000 people work for Carrefour throughout the world.

For more information, visit www.carrefour.com, or find us on Twitter (@GroupeCarrefour) and LinkedIn (Carrefour).

Carrefour Press Office

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