

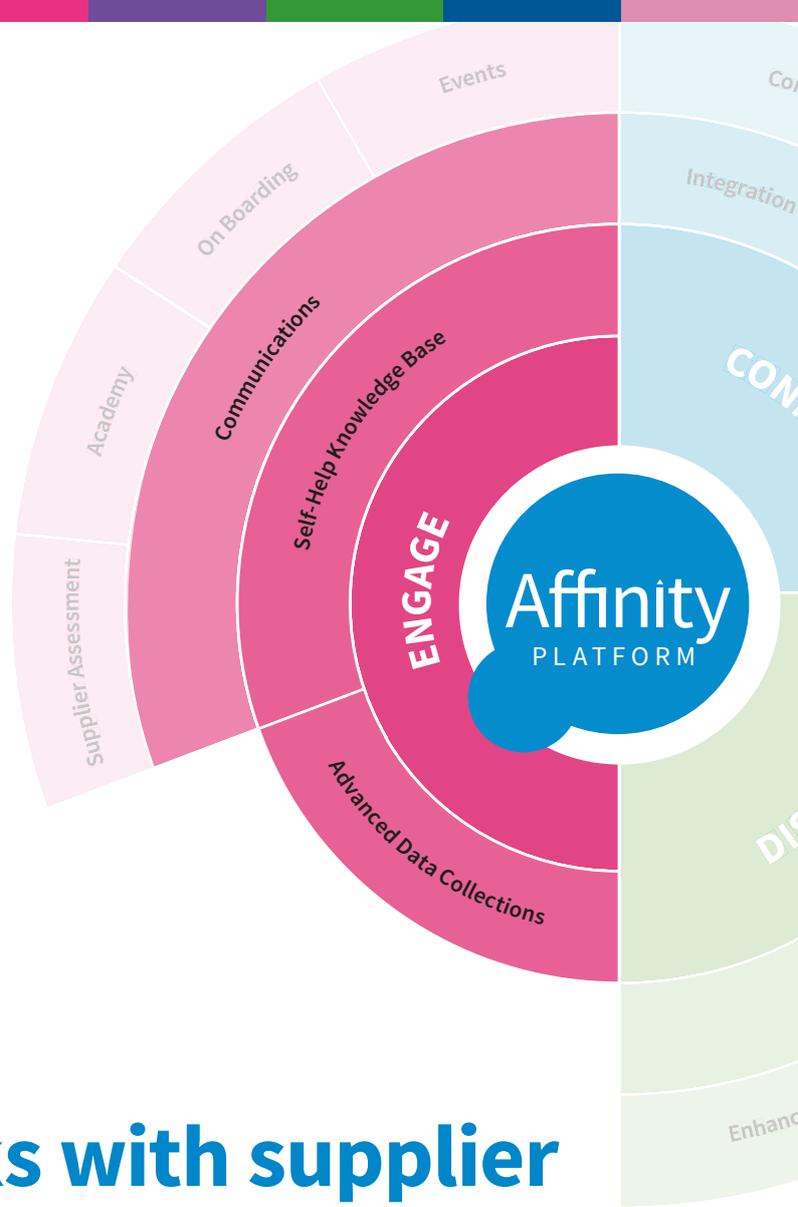


Solutions for Retail Brands

CASE STUDY



Focus: **Supplier Engagement**



U.S. retailer works with supplier engagement experts on Nutritional Health Initiative

A major North American retailer was committed to meeting its ambitious sustainability and health targets: reducing levels of sodium, added sugar, salt and the removal of trans fat from products, as part of their Nutritional Health Initiative.

To help meet this requirement, the retailer approached S4RB to collect nutritional information from its suppliers, whilst reducing the time taken to complete collection and the resource required.

Background

The retailer had unveiled a comprehensive effort and three-year commitment to provide their customers with healthier and more affordable food choices. The retailer identified and outlined two key elements of the program:

1. Reformulating thousands of national and private brand packaged food items:

- Reducing sodium by 25%
- Reducing added sugars by 10%
- Removing all remaining PHOs

2. Achieving the above whilst making healthier choices more affordable and clearer in their packaging.



Solution

S4RB rapidly deployed a specific section of the portal dedicated to this strategic initiative which within weeks allowed the retailer to quickly and accurately collect the base line data on a regular basis meaning that the retailer was able to monitor the reduction of sodium, sugar, salt and trans fats over time. Such visibility allows the retailer to be more proactive and identify any roadblocks quickly, giving them more time and foresight to plan.

A sophisticated communications plan ensured that the accuracy of contact information was enhanced and maintained throughout. In addition, automated chasing and escalation meant the best possible results in the shortest amount of time with minimal resource.

Over the course of the three-year initiative, the regular reporting across thousands of private brand and national brand products allowed for the reformulation, sourcing and ranging decisions to achieve the ambitious goals set out by the retailer.



Impact

The success of the initiative led to a dramatic reduction in the total amount of salt, sugar and trans fats contained in products sold by the retailer.

This included over one million pounds of salt and sugar being removed from national and private brand products over the course of the three-year commitment. S4RB's solution achieved this result using **50% less resource** than a previous campaign managed by the retailer in the previous year. The total number of products covered by this initiative was 32,000, up from 17,000 in the previous year.

As well as capturing the data, an added benefit of the solution provided by S4RB was that suppliers were more informed and engaged with the retailer. Having engaged and motivated suppliers will lead to faster, higher response rates and better-quality data for the retailer.

Key facts

- >25% sugar reductions
- >10% salt reductions
- Elimination of industrially-produced trans fats
- Over 10,000 own brand products reformulated
- 50% less resource used than comparable solutions

Waitrose

SAFeway

Walgreens Boots Alliance

Woolworths

Walgreens

OP

Musgrave

Walmart

ASDA

Albertsons

DELHAIZE AMERICA