

### **Marché opens first Zopf & Zöpfli café and renovates Neuenkirch-Ost location**

In November, the first Zopf & Zöpfli café opened in the Coop Volkiland shopping centre. By creating the new format, partners Marché and Betty Bossi are opening up a new market segment: in future, the successful collaboration will be available not just at stations, but also in shopping centres. There are plans to open another branch in the Letzipark shopping in Zurich in the 2020 financial year. In addition, the expansion of Zopf & Zöpfli branches at stations will continue. For Marché, 2019 was dominated by the renovation of the Neuenkirch-Ost location. The Lucerne service area was aligned with the latest restaurant concept. The company also opened a Burger King branch, to ease the strain on the Burger King at the Neuenkirch-West location.

### **Coop's catering and restaurant business introduces multiple-use take away system**

Following a successful pilot, from July Coop offered reCIRCLE reusable boxes in all 178 Coop Restaurants and Coop Take It outlets. Coop customers use one of the reusable reCIRCLE boxes for their take away menus. If guests spend more than ten francs, Coop rewards their environmentally-conscious behaviour with a 10% discount. The boxes can be returned to places other than Coop: after lunch or supper, reCIRCLE boxes can conveniently be handed in at a participating reCIRCLE partner, a Coop Restaurant, or at Coop Take It.

## **Product range diversity**

As well as stocking the biggest selection of national and international branded products, Coop also stocks numerous own-label brands for every customer need in all its sales formats. In food retailing alone, with over 40 000 products in the food and non-food segment it offers the greatest product range diversity in Switzerland. Besides own-label sustainability brands and quality labels, Coop also stocks other own-label brands that cover diverse customer needs and offer optimum value for money.

### **Coop is committed to lower consumer prices**

Coop remained committed to low consumer prices in 2019. Among other things, over several price-cutting rounds, Coop has lowered the prices of many branded articles as well as Prix Garantie products. In the year under review, Coop invested 65 million francs in lower sales prices. Coop announced all of the price adjustments in the Coop Member Press.

### **Prix Garantie makes Coop more attractive to families**

Adding over 170 new products, predominantly fresh and family products such as fruit and vegetables, dairy products and cold cuts, Coop began expanding the Prix Garantie range in the year under review. The expansion of the product portfolio is set to continue until the end of 2020. Thanks to these measures, Coop will be able to respond even better to the needs of all customer groups in future, particularly families. The claim remains the same: Prix Garantie is a range of good quality, low-price products.

### **Coop launches "Happy Cola" own-label brand**

In May, Coop launched a new own-label brand under the name Happy Cola. This Swiss-made cola alternative is available as Happy Cola Classic and Happy Cola Zero. The products soon caught on with customers: over 35% of all customers who tried Happy Cola have already purchased it a second or third time. Happy Cola has now become established as a serious alternative in the competitive environment of leading cola manufacturers. Coop plans to increase the number of cola alternatives available and to offer its customers even greater choice in future. As well as Coop supermarkets, Coop Restaurants, coop@home, Coop Pronto and Transgourmet all stock Happy Cola.

### **Plant-based alternatives for burgers and yoghurt**

In April, Coop became the first retailer to sell the Beyond Burger from California in Swiss supermarkets. Beyond Burger is a plant-based meat alternative which closely resembles the original in flavour, consistency and appearance. The composition of the Beyond Burger is similar to that of a meat burger: proteins, fats, trace elements and water. 100 grammes contain 17.6 grammes of purely plant-based proteins derived from peas. Beetroot gives the burger its meaty red colour, while coconut oil and potato starch ensure good bite and consistency. Also in April, Coop introduced a plant-based yoghurt alternative based on almonds. As well as being lactose-free, the purely plant-based yoghurts contain little to no sugar. Part of the Karma range, these products are available in three flavours, and are aimed at any-

one who is looking for an alternative to animal products. They supplement the diverse range of more than 600 vegan products at Coop.

### First universal CO2 cylinder by Coop Qualité & Prix

To meet the growing demand for home carbonation devices, in January Coop very successfully launched the first universal CO2 cylinder under the Qualité & Prix brand. The cylinder is compatible with all standard carbonation appliances, is of a high quality and is environmentally sustainable. Moreover, Coop's Qualité & Prix CO2 cylinders significantly undercut the prices of the market leader.

### Organic palm oil in conventional products

In 2018, Coop set itself the goal of using organic bud label palm oil in conventionally manufactured Coop own-label brand foods as well. This is certified palm oil which meets the stringent Bio Suisse guidelines. Where appropriate and technically feasible, Coop is replacing palm oil with other oils and fats in selected own-label brands. If other tropical oils or fats such as coconut oil are used, they must come from Fairtrade and/or Bio-Suisse-certified production. The first products to satisfy the new requirements, including own-label madeleines and chocolate meringue kisses, have been on Coop shelves since 2019. An external evaluation of the sustainability of organic bud label palm oil has found that all Bio Suisse-certified palm oil producers perform very well in regard to land use, working conditions and environmentally-friendly cultivation methods.

### Coop is committed to sustainable soya

In 2019, Coop became the first retailer in the world to meet all its soya needs in its own-label brands from responsibly produced soya grown to the highest standards. Among other things, those standards require that rainforests are preserved and that no genetically modified soya is grown. Because of its high protein content, soya is widely used as an animal feed. For this reason, soya ends up on Swiss consumers' tables mainly in the form of eggs, fish, meat and dairy products. Own-label brands account for the majority of this Coop range. Therefore, it is important to Coop that soya in animal feed is sustainably produced, and it has already largely achieved this aim. Moreover, by acquiring sustainability certificates, Coop can ensure that, for every quantity of soya which does not yet meet the requirements, the same quantity of certified soya is produced. This system makes it possible to drive forward the production of sustainable soya.

## OWN-LABEL SUSTAINABILITY BRANDS AND QUALITY LABELS



## OWN-LABEL TARGET GROUP BRANDS



## OWN-LABEL STANDARD BRANDS



➔ This list is a selection of the key own-label brands and quality labels.  
For more information about Coop own-label brands, visit [www.coop.ch/labels](http://www.coop.ch/labels)