

Covid safety measures in sales outlets

Protecting employees and customers is Coop's top priority. The safety concepts which Coop was quick to develop proved effective in practice and became routine. In the entrance area, posters reminded customers of the requirement to wear face coverings. Disinfectants and disposable gloves were also available at the entrance. Daily cleaning of various surfaces, such as shopping trolleys, was stepped up. In the checkout area, plexiglass screens, floor markings and posters kept everyone safe. In addition, Coop used in-store radio to remind customers to maintain social distancing and wear a face mask. Employees protected themselves and everyone else by wearing their face coverings correctly.

Customers overwhelmingly grateful to sales staff

Buoyed up by words of encouragement and an outpouring of gratitude from customers, staff at the sales outlets went above and beyond during the Covid pandemic. Employees were very touched by the solidarity shown by customers, who wrote lots of letters and created many collages and drawings.

Coop.ch wins Digital Champion Award 2020

To further improve the shopping experience, Coop launched omnichannel platform Coop.ch. The new website merges the existing websites of Coop@home, Coop.ch and Mondovino. At the heart of Coop.ch is the holistic shopping experience, from planning to purchase. Now, for instance, customers can write a shopping list and retrieve it on the new Coop app in store. From now on, the availability of all products and promotions will be shown in any branch of choice in real time. Customers can link the new platform to their Supercard account and take advantage of all the benefits of the extensive customer programme. The Click & Collect service also enables customers to conveniently order the products they want from home and collect them from 350 sales outlets. The website impressed the jury in the Digital Commerce Award, which named Coop.ch Digital Commerce Champion and, therefore, the best online shop in 2020.

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. As well as 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.

Flow of goods and maintaining optimum stock levels during the COVID-19 crisis

The Covid crisis triggered an unprecedented run on the food sales formats. Every day, the crisis team set up to manage the flow of goods had to anticipate the constantly changing situation with regard to purchasing, national and international logistics capacities, and sales-based ordering for the branches. Sometimes, radical and unconventional measures had to be taken at very short notice. To cope with the huge additional volumes of leader items, Coop created brand-new logistics platforms and put a temporary freeze on part of the range at the Wangen distribution centre. Although it wasn't always possible to completely avoid gaps in the range, Coop was generally able to assure deliveries of a wide array of items to the sales outlets at all times. Coop continuously fulfilled its federal mandate of supplying the population with food and essential goods.

Expansion of vegan and vegetarian range

Coop is continually expanding its range of vegetarian and vegan products. There are now more than 1 200 products certified with the SwissVeg V-Label on Coop's shelves. This includes around 1 000 vegan products. The popular own-label brand Karma, which now comprises more than 300 products, is a key component of the varied range of vegetarian items. In addition to the naturally vegetarian Karma products, Coop also stocks a wide range of vegetarian and vegan cheese, milk, meat and fish alternatives. At the start of 2020, Coop became the first retailer to launch the popular pea-based chicken alternatives of Zurich's ETH start-up "planted". Other all-plant highlights in the range include The Green Mountain Burger, tuna fish substitute Vuna, a tartar, and raclette and meatloaf for baking at home.

Switzerland's best plant-based burger

The Green Mountain Burger was inspired by the natural beauty of the Swiss mountains. It was developed and produced by Bell subsidiary Hilcona, in Landquart, Graubünden. The burger, which was launched in

April 2020, quickly made it to the top 5 of all plant-based alternatives in Coop's range. The Green Mountain Burger is made from yellow split peas and is convincingly similar to an original meat burger in appearance, consistency, and taste. It is therefore no surprise that, in October 2020, The Green Mountain Burger was named by the Kassensturz consumer protection TV programme as Switzerland's best plant-based burger.

Successful organic range and closer cooperation with Bio Suisse

Coop achieved further exceptional growth with its organic products in 2020. Sales of the Naturaplan organic own-label brand grew by 15.8% to 1.5 billion francs. In total, the Coop Group generated sales of 2 billion francs from organic products; in retail sales, Naturaplan products already account for over 13%. This makes Coop the undisputed market leader in Switzerland. The Covid crisis highlighted a growing desire among customers for the most natural and healthy foods possible. Due to the closure of restaurants, customers were preparing more of their meals at home, and seeking out natural and healthy foods with which to cook. Coop launched more than 150 new Naturaplan products in 2020, such as yoghurts and iced teas with no added sugar, wood-fired Butterzopf braided loaves, and new Demeter products such as olive oil, breads, and dried tomatoes. Coop has set itself the goal of achieving above-average growth and attaining organic sales of CHF 2.5 billion by 2025. Since the launch of own-label organic brand Naturaplan in 1993, Coop has adhered fully to the bud label awarded by Bio Suisse, whose guidelines are among the most stringent in the world. The enduring, successful collaboration between Coop and the Bio Suisse organization was renewed and consolidated in 2020, with the shared goal of greatly advancing the organic market in Switzerland over the next few years.

Extending cooperation with IP-Suisse

At the end of February 2020, Coop informed Naturafarm pork producers that responsibility for maintaining the guidelines for this own-label animal welfare brand was being handed over to the farming organization IP-Suisse. The new guidelines set more stringent requirements for biodiversity and sustainability. The products will continue to be sold under the Naturafarm own-label brand. Coop used this partnership as an opportunity to step up its sustainability in other areas, and is switching a variety of Swiss Qualité & Prix products, such as milk, cream, flour, bread and sugar, from conventional to integrated production. These products bear the ladybird symbol, which is the IP-Suisse quality label that is synonymous with added value that includes: products that are entirely of Swiss origin, efforts to promote diversity, avoidance of pesticides whenever possible, and the careful use of resources.

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