

Covid safety measures in sales outlets

Protecting employees and customers remains Coop's top priority. As last year, posters in the entrance areas of sales outlets drew attention to the requirement to wear a face mask. Sanitizer and disposable gloves were also available. 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.

Coop Marktglass: the only store of its kind in Switzerland

Following around seven months of refurbishment work, the Coop Marktglass store reopened in Bern's Old Town with a store concept that is unique in Switzerland. A modern supermarket dedicated to customer satisfaction, it boasts a wine cellar and a beer and beverages section, as well as a coffee bar, bakery and a wide culinary range of products freshly made on the premises.

Product range diversity

Expansion of ultra-fresh convenience products: "Freshly made with love"

During the year under review, Coop expanded its range of ultra-fresh convenience products to accommodate ever-growing demand for healthy and fresh fast food. The "Freshly made with love" label is a range of sandwiches made fresh daily, hand-assembled salads and muesli, and individually topped pizzas. Freshly prepared ready-meals have now been added to the range. Artisanal methods, freshness and quality are the ethos behind these products. "Freshly made with love" products are either produced in the sales outlet or delivered fresh to the stores from a select few specialized production facilities, using a new and fast overnight logistics solution. The popular "Freshly made with love" products are now available in nearly all stores, including a number of vegan or organic versions.

More meat substitute products added plus biggest vegan and vegetarian range

With over 1 600 vegetarian and vegan-labelled products in the food segment, Coop stocks the widest range for vegetarian and vegan diets in the Swiss retail sector. Vegetarian own-label brand Karma remains hugely popular. Furthermore, the range has been expanded with plant-based alternatives to traditional animal products, and now includes over 100 meat alternative products, and more than 50 milk, 30 yoghurt and 20 cheese alternatives. The main highlights were the expansion of the YOLO line with vegan alternatives to meat pizza, from spaghetti bolognese to frozen products. The brand "The Green Mountain" even won the Swiss Vegan Award as Newcomer in 2021 and continues to impress with new products such as the vegan alternative to chicken breast. Start-up partners including Planted Foods, Outlawz Food and Wild Foods also keep coming up with exciting and exclusive products for Coop shelves.

Unpackaged: refill stations at Coop sales outlets

As part of its efforts to permanently reduce packaging materials, in 2021 Coop launched various trials of unpackaged products in three ranges:

Detergents/cleaning products: Together with business partner Henkel, a refill station was launched for Oecoplan detergents and Persil laundry detergents. The trial is running in two stores.

Staple food: Coop sells a range of up to 38 items in twelve stores. The range includes rice, pasta and pulses, as well as muesli and flakes.

Mineral water/beer: At selected Coop sales outlets in the NWZZ sales region, customers can fill their own bottles with mineral water and beer.

The concepts are attracting great feedback from customers.

Commitment to affordable prices

Coop remained committed to affordable consumer prices in 2021. Over CHF 130 million in total was invested in price cuts. As well as cutting the prices of branded items, investments were also made in own-label brands and, specifically, fruit and vegetables. Once again, the focus was on low-price range Prix Garantie, which now comprises over 1 400 products. Besides basic and family products, Coop stocked specific trend ranges such as plant-based milk and meat alternatives under the Prix Garantie label. In addition to product launches and the expansion of distribution, the recipes and packaging size of numerous products were also overhauled. Coop's Prix Garantie range always offers the lowest prices on the Swiss market.

Coop launches Halba chocolate brand

In April 2021, together with its in-house manufacturing operation Halba, Coop launched the eponymous Halba chocolate brand. Halba's product range was further expanded during the autumn. In all, 76 new products were brought onto the market during 2021, and sales reached close to CHF 20 million. In the meantime, the new range has positioned itself on a par with established branded chocolate bars.

Range diversity supplemented with meat convenience products

Since spring 2021, Coop has been steadily expanding the range of cooked meat convenience products under the Betty Bossi brand. This range comprises many different products, such as breaded chicken schnitzel and cordon bleu, as well as chicken pieces for salads and chicken strips in sauces. For the winter season, pies were introduced with a variety of meat fillings, as well as fresh venison stew or cooked meatloaf. Containing high-quality meat and requiring only quick heating before eating, all these products represent great value-added for customers.

Lockdown in catering and limits on customer numbers in sales outlets

From 22 December, the restaurants had to remain shut due to the Covid pandemic. Indoor catering for guests was permitted again from 31 May. Starting on 13 September, guests had to present a valid Covid certificate. Limits on the number of people permitted in sales outlets remained in place in 2021.

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