

# Asda Refill

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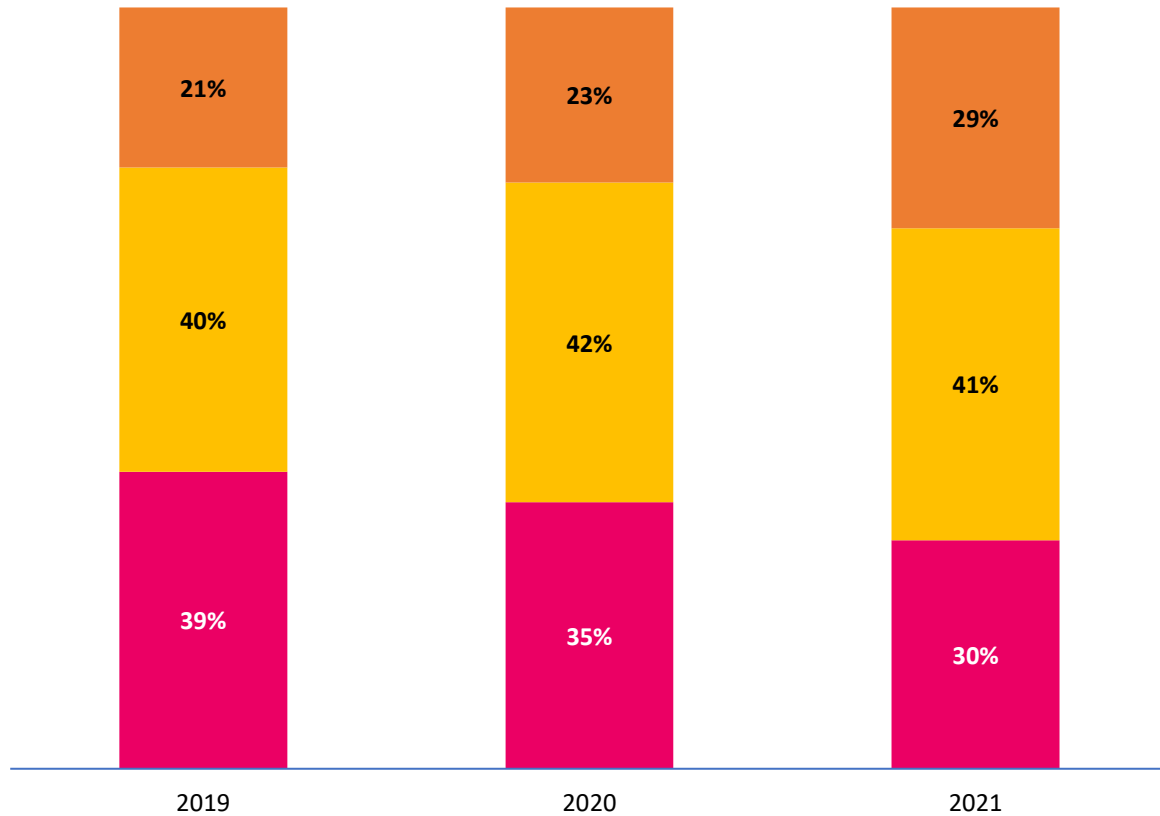
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**ASDA**  
Save money. Live better.

# Eco- Active share of UK population



Household Population share

Source: Kantar - Who Cares, Who Does 2021



## Eco-Actives

Shoppers who are **highly concerned about the environment**, and are **taking many actions** to reduce their impact. They feel an intrinsic responsibility to be more sustainable, follow the topic more actively and have a greater awareness.



## Eco-Considerers

Shoppers who are **worried about the environment** and are **taking some actions** to reduce their impact, but not as many as the Eco Actives. Their biggest barriers are convenience and price.



## Eco-Dismissers

Shoppers who have **little or no interest in the environment** and **taking no steps** to reduce their impact. They lack awareness of environmental concerns and do not believe they can make a difference..

## Refill – the case for change

- A high level of customer awareness of the environmental impact of packaging, with the issue amongst the top 5 concerns in ESG surveys.
- Multiple UK government interventions including Plastic Packaging Tax (PPT), Extended Producer Responsibility (EPR), and Deposit Return Scheme (DRS) in Scotland in 2023.
- Asda's first sustainability trial store launched in Leeds in 2020.
- Three more stores (York, Milton Keynes, Glasgow) were launched in H2 2021.



# Overview of a Store Refill model

- **Refill:** allows customers to fill their own containers (Tupperware, soup pots, takeaway containers) with a range of dry products such as rice, pasta and cereal from a gravity-fed hopper. The hoppers dispense as much or as little product as customers need via a simple three step process (weigh empty, fill container, weigh full).
- **Format:** we tested 'zone' and 'in-aisle' propositions to understand which works best for the customer and for stores.
- **Store responsibility:** daily tasks: replenishment, cleaning, waste process and ordering trialled through store colleague model and dedicated agency.
- **Wet Refill:** working with Unilever, we trialled Refill and Prefill options.



**1** WEIGH EMPTY TUB

**2** FILL UP

**3** WEIGH FULL TUB

## Allergy Information

Due to the way we store and handle our refill products, they may contain traces of additional allergens including **peanuts, nuts, milk, soya, wheat, barley, rice, oats, fish and shellfishes**. Please just ask one of our in-store colleagues if you need more information.

# Refill – what we've found

- Pre and Post-family, main shop, Asda loyalists.
- Zone performed better than in-aisle.
- Wet – Prefill preferred.
- Research identified **price comparison** and **ease of use** as the biggest obstacles to more customers using Refill.

## Leeds Asda goes viral on TikTok as shoppers say special feature should be in every store

The Middleton store was the flagship store for Asda's sustainability drive

SHARE COMMENTS By Jess Grievson-Smith 14:00, 7 JAN 2022 BEST IN LEEDS

Enter your postcode for local news and info Enter your postcode Go In YourArea



Asda's sustainability superstore at Middleton, Leeds.

A Leeds Asda has gone viral in TikTok for having a special feature shoppers are saying should be installed in every store.

RECOMMENDED



Leeds baker loved by Leeds United stars to open first cafe



# Refill – what's next for Asda

- Refill Price Promise introduction...
- Focus on 4 core product areas.
- Continue with own brand and branded offering.
- Refresh all 4 trial stores – in-aisle to zones, introduce new 'nudges' bays: energy saving, reduce food waste etc.



**1 WEIGH EMPTY**  
Weigh and label your container

**2 FILL UP**  
Fill your container - no mixing please

**3 WEIGH FULL**  
Re-weigh and re-label your filled container