



## Success Story



How Casino reduces food waste  
effortlessly and efficiently



## An Order Management System for anti-waste baskets

### CONTEXT

Food waste is a major concern with large retailers: every year more than 10 million tons of food are wasted in France representing a value loss of more than €16 billion<sup>1</sup>. Public opinion (69% of consumers) also claims actions need to be taken by large retailers<sup>2</sup>. In its recent effort to counter food waste, Casino Group launched an initiative to empower their grocery shops to sell products with short expiry dates in discounted baskets. Consumers can order these baskets online and pick them up in Casino stores.

### CHALLENGES

While the initiative seems straightforward in waste reduction, it represents multiple challenges, both from a technical and an organisational perspective. Firstly, these discounted baskets are proposed on a shop-by-shop basis and have to be exposed online ready for order. Online customers also expect to reserve a basket that's still available, requiring real time updates on inventory. Finally, the entire online to offline experience needs to be fast and reliable.

1. [French Ministry of Environment](#)

2. [Study from Smartway & OpinionWay](#)





## SOLUTION

Kbrw configured its powerful Order Management System rapidly to adapt to this very specific use case in a very short time thanks to its highly flexible technology and agile project management.

The solution identifies products with a short expiry date, and enables each store to “market” the created anti-waste baskets on their Casino Max app. It retrieves stocks along with critical information such as the category of products, sources of allergens and expiration dates, to enhance the shopping experience. Customers also have a diversified choice of payment, whether by credit card or via their loyalty points.

The intelligent inventory management system then breaks down the purchasing act into several stages, securing stock in real-time during the period from basket storage to

final payment, and avoiding any competition with the traditional sales channel. It supports employees in preparing the baskets and get them ready for pick up in the store.

## IMPACT

Since the deployment of the solution, Casino stores have managed to avoid tens of thousands of kilograms of food waste through the discounted selling of these waste baskets. The Group was able to assume its social & environmental responsibility as a grocer in its actions against food waste while achieving significant cost saving.

In a global context of inflation and decreasing margins, waste reduction could help retailers gain additional margins. The capability to extend use cases of existing technology such as the OMS is critical to retailers seeking further growth and efficiency.

To discover more similar success stories like this and explore how we can assist in achieving your own reach out to us and unlock the potential of your omnichannel operations.

[Request demo](#)

## About Kbrw

Kbrw creates **high performance software** to help retailers and their supply chain **unify personalized customer experiences with operational efficiency**. Our flagship software solutions such as the **Distributed Order Management System (OMS)** and **Warehouse Management System (WMS)** boast best-in-class performance and high flexibility for a seamless integration experience. For over a decade, we have helped retailers of all sizes in multiple industries deploy their omnichannel operations in more than **120 countries** with total gross merchandise value **surpassing €30 billion** and **more than 16,000 points of sale** and inventory locations integrated.



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