Kavanagh's in Belsize Park saves 37 hours and 1 ton of CO₂ eq. each month with VusionGroup and Smartway

Kavanagh's in Belsize Park is a premium supermarket based in London with strong emphasis on fresh food and food prepared daily onsite.

In 2023, Kavanagh's joined forces with VusionGroup and Smartway to explore new ways to reduce food waste with digital solutions.

Kavanagh's' challenges :

✓ Reducing the time spent on manual expiry date verification.
✓ Achieving exceptional standards in terms of product freshness.

With the collaboration of VusionGroup and Smartway, the store leverages a distinctive suite of retail applications that enhance its daily operations. This integration, named Smartdetection Flash Evo, enables staff members to concentrate more effectively on their core business activities.

Smartway's date checking solution, in conjunction with VusionGroup's technology and its flashing electronic shelf labels, significantly enhances Kavanagh's' operational efficiency by making the process more reliable and less time-consuming. The flashing feature of the labels allows employees to locate products in a more efficient and faster manner. This functionality eliminates the need for manually searching for products, thereby enabling smoother inventory management and optimizing work time.

VusionGroup and Smartway's joint technologies not only have a substantial positive effect on reducing food waste but also streamline daily routines for the staff.

Results

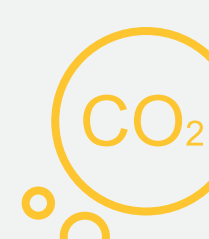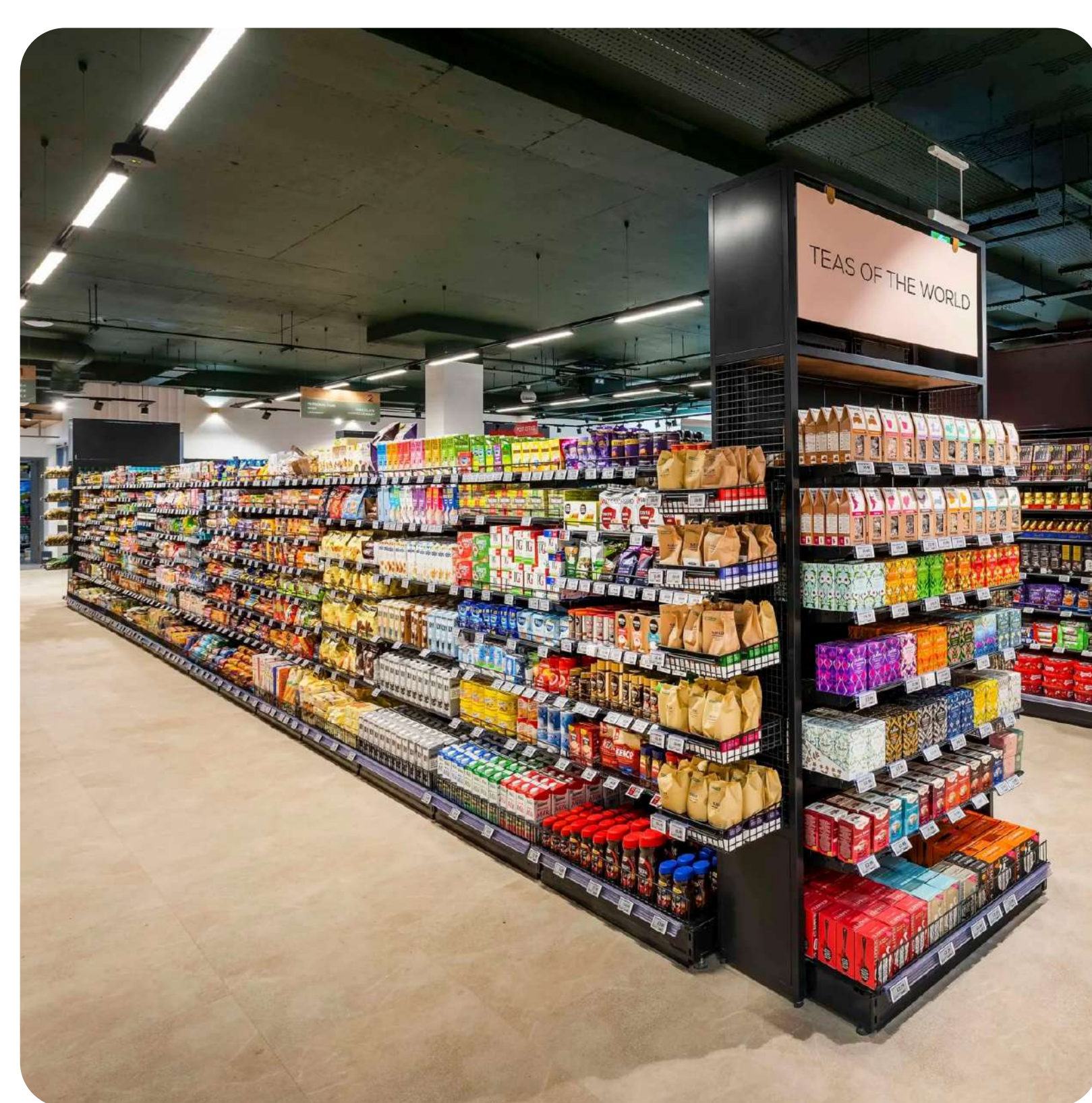|	
20 min of date-checking everyday (92min initially)	**215** saved products from the bin /week
78 % time reduction on date-checking of which 24% thanks to VusionGroup flashing technology	**1.05** tons equivalent in CO2 reduction /month

Study conducted by Smartway and VusionGroup from August 2023. Total number of SKUs at Kavanagh' Belsize Park : 7,544 Total number of SKUs in Smartway's scope : 1,423. CO2 reduction: 2,365 products were rescued from food waste during the analysis period (based on assumptions with Smartway's average results : 21% of short-date controls lead to a markdown event, 2.58 articles are labelled after a markdown event and 2.20 labelled articles are sold by markdown event). 1 product = 0.450 Kg in average. (Source ADEME). 1 Kg of goods = 2.5 Kg equivalent in CO2 (Source FAO).

Sustainable is profitable at Kavanagh's in Belsize Park

In the evolving landscape of retail, Kavanagh's in Belsize Park demonstrates that sustainability aligns seamlessly with profitability.

The collaboration with VusionGroup and Smartway marks a pivotal step towards this synergy.

By integrating cutting-edge digital solutions like Smartdetection Flash Evo, the store not only addresses the critical issue of food waste but also reaps financial benefits.

These technological advancements lead to significant reductions in manual labor and enhance operational efficiency, thus reducing costs. More importantly, by maintaining high standards of product freshness, Kavanagh's attracts and retains a customer base that values quality and sustainability.

This approach not only bolsters the store's reputation as a leader in sustainable retail but also proves that environmentally conscious practices can drive economic success.

In essence, Kavanagh's' journey reflects a powerful truth: investing in sustainability is not just an ethical choice but a profitable business strategy.