

Implementation Plan | Food Waste

01 Setting Objectives



REWE and PENNY Germany are committed to reducing food waste in their stores (base year: 2022).

- **by 30 per cent by 2025**
- **by 50 per cent by 2030**

02 Definition of food waste

In line with the German National Strategy for Food Waste Reduction, we define food waste by reference to the concept of food waste as a waste stream: “Food waste comprises food that has become waste within the food supply chain within the meaning of the German Circular Economy Act. This includes food losses that occur after harvest – for example, during storage, transport, processing and production – and which meet the definition of waste” (BMEL 2019, p. 7).

We do not classify as food waste any food that, although not sold,

1. could still be made available for human consumption, e.g. by donation to charitable organisations such as Tafel Deutschland e. V. or similar;
2. remains within the value chain through further processing and is, for example, processed into high-quality animal feed. This applies, for example, to unfilled baked goods from our bake-off counters and self-service baked goods.

03 Interim targets and roadmap

Current situation (2025)

The interim target of reducing food waste by 30 per cent by 2025 has been achieved for REWE and PENNY Germany (base year: 2022).

Roadmap

By 2025

- Reduce food waste by 30 per cent by 2025 (base year: 2022; figures will be published in the Thünen Institute's audit report in autumn 2026)

By 2030

- Reduce food waste by 50 per cent by 2030 (base year: 2022)
- Achieve 90 per cent coverage of cooperation at market level with the Tafel or another recipient organisation, which need not necessarily operate for social or charitable purposes (target already achieved for REWE and PENNY)

Key figures

As part of the Pact Against Food Waste, REWE and PENNY in Germany have set themselves the interim target of reducing food waste by 30 per cent by 2025 (base year: 2022).

Status:

The interim target for 2025 has been exceeded for both retail chains:

- REWE: 49 per cent reduction in food waste (base year 2022)
- PENNY: 41 per cent reduction in food waste (base year 2022)

04 Action Plan

Framework and methodology

Action	Contribution
Since 2023, REWE and PENNY in Germany have been partners in the Federal Ministry of Food and Agriculture's Pact Against Food Waste	Supporting the achievement of targets through joint industry standards and action programmes

Progress towards the targets is independently monitored by the Thünen Institute	Independent review of progress and enhanced transparency
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Inventory management and process optimisation

Measure	Contribution
Use of modern forecasting systems and, in some cases, branch-specific, automated ordering procedures to ensure a demand-driven supply of goods	Reduction of excess stock and food waste
Optimisation of store and logistics processes, including through short transport routes and a seamless cold chain	Reduction of quality losses along the supply chain
Daily checks, or checks determined on a market-by-market basis, of best-before dates	Early identification of products approaching their best-before date
Regular staff training on quality assurance and optimal storage	Improvement in the handling of perishable foodstuffs and prevention of wastage

Optimised sale of goods with expiry dates or best-before dates approaching

Measure	Contribution
Labelling of products from the fresh and convenience sections with a best-before date approaching	Increase in the likelihood of sale before the best-before date expires
Price reductions of up to 30 per cent on products whose best-before date is due to expire in a few days	Reduction in write-downs and food waste

Marketing of surplus and visually imperfect products

Measure	Contribution
Use of daily prices for fruit and vegetables to sell off surplus stock more efficiently	Reduction of surpluses through accelerated sales

Seeking marketing solutions for weather-related harvest variations, for example by marketing 'weather-damaged apples'	Prevention of food losses in the upstream supply chain
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Distribution of surplus food

Measure	Contribution
REWE and PENNY reduce food waste by donating food that is no longer suitable for sale but is still fit for consumption to food banks free of charge (REWE since 1996 and PENNY since 2007)	Donating food fit for consumption to charitable organisations instead of disposing of it
Simplifying donation processes through digital solutions, particularly in the 'Tafel macht Zukunft – gemeinsam digital' project, for example through digital delivery notes	More efficient distribution of surplus food
If there is no food bank operating locally, food is donated to other food-rescue organisations such as foodsharing or smaller local associations	Donating food fit for consumption to charitable organisations instead of disposing of it

Further processing and the circular economy

Measure	Contribution
Further processing of unsold bread and baked goods into animal feed	Avoiding disposal through material recycling

Raising customer awareness

Measure	Contribution
Providing customers with information on meal planning, using up leftovers and handling perishable food	Reducing food waste in private households

04 Allocated resources

Personnel, financial, technical, organisational and external resources are utilised for implementation.



Governance

- The overall responsibility lies with the HR & Sustainability division of the Executive Board, headed by Dr Daniela Büchel
- The Sustainability Advisory Board provides critical oversight of the strategy and measures
- Thünen Institute: scientific support and monitoring of the Pact against Food Waste, technical support in implementing the measures and reviewing the achievement of targets



Financial resources

- Technical costs for, for example, AI-powered baking stations, forecasting systems for stock ordering and mobile printers for applying discounts to products in-store
- Production of training materials for shop staff
- Development of customer communications to raise awareness of food waste in private households



Organisational resources

- Tafel Deutschland, foodsharing and smaller food rescue organisations: collection and distribution of unsaleable but edible food

05 Independent audit

It is intended to subject the implementation plan to an initial independent external audit and validation in the near future. The audit is to be carried out by an expert who is independent of the REWE GROUP, professionally qualified and free from conflicts of interest. Progress is also to be independently reviewed on a regular basis in future. The results will be made publicly available to consumers.

Publication of the implementation plan: September 2026