Together for More Sustainable Packaging

We want to limit our use of packaging to the minimum necessary — and make unavoidable packaging more environmentally friendly and recyclable.

We are committed to conserving resources.

We want to avoid, reduce or improve our packaging.

We will make 100 per cent of our store brand packaging more environmentally friendly by the end of 2030.

We will increase the share of recycled material in single-use PET beverage bottles and some of our store-brand PET packaging.

We will reduce the amount of plastic in store brand packaging and make sure the remaining plastic is 100 per cent recyclable.

Our Measures
What specific actions we are taking

We have systematically integrated the principle of **"avoid, reduce and improve"** into our purchasing processes across all product ranges.

We offer **unpackaged** fruit and vegetables. Wherever possible, we sell organic fruit and vegetables without plastic or with improved packaging.

For this purpose, we use **alternative packaging options** such as grass paper, reusable fresh produce nets and adhesive labels instead of film packaging.

We also participate in **innovative concepts** such as the "Holy Grail 2.0" initiative: This initiative enables improved sorting during the recycling process by means of a digital watermark.

Our Successes
What we have already achieved

We estimate that our **2,000 changes in packaging** save around 8,900 tonnes of plastic each year.

Our **unpackaged fruit and vegetables** save about 210 tonnes of plastic and 80 tonnes of paper every year.

Up to 2021, we have **saved around nine million labels**.

We phased out **plastic bags** well before they were legally banned.

We were the first food retailer to introduce store brand **beverage bottles made from 100 per cent recycled material**.

Since 2020, we have been offering free **reusable salad bar containers** in pilot stores together with the start-up VYTAL.

The scope of application includes the store brands of the REWE and PENNY sales lines in Germany; exceptions are explicitly stated.

REWE GROUP