

# Sustainability TAGs<sup>®</sup> by Spoon Guru

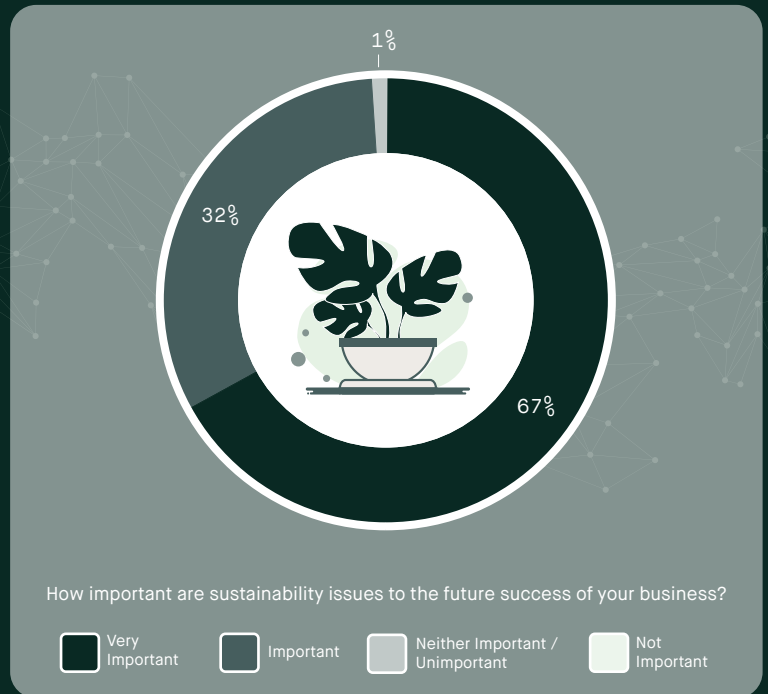


Make your consumers sustainability preferences easier to shop, drive positive behavior change, achieve your ESG goals and unlock revenue

# 99%

of CEOs from companies with more than £1 billion in annual revenues believe **sustainability will be important to the future success of their business\***

\* Accenture UNGC CEO Study, 2019



## The Challenge

Retailers are facing a clear call to action and the challenge is two fold:

1. Shoppers want to live more sustainable lives and expect grocers to play an integral role in helping them meet their dietary and ethical needs
2. Retailers need to achieve their CSR & ESG targets and time is running out

No one business can tackle these challenges alone. We must take collective action as a food industry to drive the transformational changes necessary to meet the UK's climate commitments.

**Ken Murphy**, Chief Executive of Tesco

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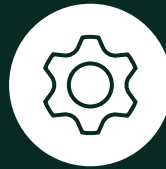


## The Solution



Enable consumers to make incremental changes in their behavior that are easy to adopt and sustain while providing transparency on the products they buy.

## How We Do It



Identify and categorize products that meet sustainability standards by analyzing metadata on the ingredients, packaging, and sourcing level to deliver a wider portfolio of accurate choices to the consumer based on their shopping needs.

## Sustainability TAGs<sup>®</sup> Available Now:



RECYCLABLE



PLANT BASED



ORGANIC



GMO FREE



NO PALM OIL



ANIMAL  
WELFARE



COUNTRY OF  
ORIGIN



RESPONSIBLY  
SOURCED

## The Benefits

- ✓ Improved NPS, increased AOV on sustainable products, larger sustainable baskets
- ✓ Gain customer trust & increase loyalty by supporting goals & enhancing the shopping experience
- ✓ Incremental behavior change to live more sustainably
- ✓ Pathway to successfully meeting ESG targets



Spoon Guru's specialist algorithms are already meeting the health goals and dietary requirements of millions of Woolworths' customers.

**Ingrid Maes,**  
Managing Director, W23



## We partner with the best:

TESCO



Woolworths



Albert Heijn



countdown

Jet



MIGROS



Schnucks