



Press release,  
Massy, 30<sup>th</sup> January 2019

## Food Law:

### Carrefour is taking action to defend the purchasing power of French consumers so they can eat well without paying more

As the first provisions of the Food Law come into effect on 1st February 2019, Carrefour is launching two campaigns in its stores – as well as on [carrefour.fr](http://carrefour.fr) – designed to boost the purchasing power of French consumers. Both these initiatives build on the commitments made by Alexandre Bompard: develop a leading omnichannel ecosystem, so people can eat better at affordable prices.

#### Two alternatives launched with the Carrefour loyalty programme

- **The "Major Brand Bonus" Campaign**

**Starting on 1<sup>st</sup> February**, when customers pay for their shopping at the tills, Carrefour will automatically credit their loyalty cards with a discount, so they can **save up to €1.50 on 200 major national-brand products**.

Many of these major-brand products are products whose prices will be directly affected by the Food Law. This way, the purchasing power of Carrefour's loyal customers will not be diminished when they purchase any of these everyday products. To help its customers get to grips with this new scheme, the total amount credited will be directly on display in stores, as well as on the Carrefour website.

- **"Loyalty Bonuses" – a 10% loyalty discount on 10,000 Carrefour-brand products**

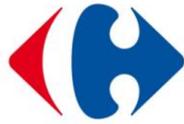
**On 11<sup>th</sup> February**, Carrefour will launch the Loyalty Bonuses scheme – a new digital component of its loyalty programme. Carrefour will apply a 10% reduction to its customers' loyalty cards when they purchase an eligible Carrefour product. To take advantage of this scheme, interested customers will need to register on the [carrefour.fr](http://carrefour.fr) website or via the Carrefour mobile app, and then choose the "loyalty bonuses" that they want. In total, this discount will apply to more than 10,000 products and will be available every day, with no minimum purchase.

#### The five Carrefour Loyalty Bonus families

##### 10% discount on 10,000 Carrefour products in stores and on [carrefour.fr](http://carrefour.fr)

- **Organic Bonus:** Carrefour Bio food products (excluding hygiene/beauty).
  - **Baby Bonus:** Carrefour-brand food and non-food products (Carrefour Baby and Tex Baby).
  - **Animal Bonus:** Carrefour products in the pet section: Carrefour and Carrefour Bio.
  - **Family Bonus:**
    - Breakfast\*, snack\*, Carrefour products (Carrefour, Carrefour Bio, Carrefour selection).
    - Frozen: Carrefour products (Carrefour Veggie, Carrefour Gluten-free, Carrefour selection and Carrefour Hallal)
    - Children's clothing: Tex for 2 to 14 year-olds
- Special offer + Bonus:** Additional special offers in the catalogues, brands and special campaigns.

\* List of eligible products: Cereals, Jams, Honey, Spreads, Coffees, Chicories, Powdered Chocolate, Teas, Infusions, Dry Sweet Biscuits, Filled Snacks, Compotes (excluding fresh produce), Sandwich Bread, Brioches, Pastries, Thick Biscuits, Cereal Bars, Madeleines, Carrefour-Brand Pancakes and Waffles.



### **About Carrefour in France**

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*Carrefour has over 5600 stores in France operating in four formats (hypermarket, supermarket, convenience and cash & carry). For over fifty years, Carrefour has been a partner in the daily lives of millions of customers, offering them a wide range of products and services at the lowest prices. So as to keep pace with new consumer modes and make shopping easier for its customers, Carrefour has developed a number of omnichannel solutions (e-commerce, Drive, Click and Collect, home delivery and mobile applications). Carrefour is the world's second largest retailer and the largest in France. It employs 115,000 people and welcomes more than 3 million customers every day throughout the country. Carrefour is committed to a more sustainable and responsible form of trade through its daily initiatives. The group's CSR policy is structured around three key areas: tackling all forms of waste, protecting biodiversity and providing the company's partners with support. For more information, visit: [www.carrefour.com](http://www.carrefour.com) (press area), [www.carrefour.fr](http://www.carrefour.fr)  
Or follow us on Twitter: @CarrefourFrance, @GroupeCarrefour*

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