

A SUPERMARKET AISLE FOR SELF-SERVICE FROZEN FOOD

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Czech Republic – **Globus Hypermarket** has introduced a self-service frozen food section that eliminates the need for plastic packaging.

Frozen fruit and vegetables, as well as processed items such as chicken nuggets and onion rings, can be scooped into re-usable or lightweight bags to take home. While these foods would typically be packaged in plastic wrapping and sold in set weights, the supermarket's new system allows customers to buy the exact amount of food they need with the aim of reducing both food and packaging waste.

With customers buying more **frozen food** than ever, aware of both the health and convenience benefits, the category is beginning to shed its inferior image. In order to reduce their reliance on plastic, supermarkets must consider the environmental impact of packaged frozen food, expanding their zero-plastic initiatives beyond just fresh produce and dry goods.