



# The Path to Zero, How Stora Coop Transformed Food Waste into Opportunity

How Stora Coop in Visby leveraged Upshop's Expiry Management and Markdown Optimization to get to zero waste.



**86%**

reduction in waste

**17%**

more revenue from  
Markdowns

**70%**

less time checking  
dates



Items with short expiration dates are located and marked down or repurposed directly. This means staff no longer have to keep track of soon-to-expire items. The system handles this automatically.



**Markus Wahlgren,**  
Store Manager,  
Stora Coop Visby

## The Customer

Stora Coop Visby has long been a frontrunner in sustainability, surpassing many of their competitors in reducing food waste. Located on Gotland, Sweden's largest island, and with about 100 employees, the store has garnered numerous awards and titles, solidifying its position as a leader in sustainable retail practices.

## The Roadblock

Stora Coop Visby had big ambitions when it came to reducing food waste, but their methods were holding them back. The manual date-checking process was slow, time-consuming, and let's be honest—a bit of a drag for the team. With staff spending too much time tracking expiration dates, it was hard to focus on other important tasks. Even worse, this system made it difficult to catch at-risk products early enough to avoid waste. On top of that, decisions around stock and procurement were often made based on gut feeling rather than data.

## The Solve

Stora Coop Visby integrated Upshop's solutions into their daily routines, enabling staff to identify products at risk of expiring early. With Expiry Management, they access a digital layout of the store, making it perfectly aligned with their daily workflow. The date checking follows a logical path, eliminating the need for staff to backtrack, and if the store's layout changes, the digital version is easy to update.

## The Impact

Our tools give valuable data on how much food waste one specific item has caused, at different times. That makes it possible to customise the assortment and purchase volumes according to data instead of a gut feeling. By using accurate data like this the store is able to take preventive action to reduce food waste.



## The Path to Zero Waste

In addition to using our solutions the store continues to turn new stones to reach their zero waste goal. Markus Wahlgren's best tips on how to succeed is to be open to new things. Don't be a naysayer! Be bold, if it fails, at least you've learned something.

Looking beyond Stora Coop Visby's work with our solutions, they are not scared of getting creative to reduce their food waste. Here are some of the actions that Markus and his crew have worked into their routines.



- Leftover bananas get picked up and used by a local ice cream maker.
- Every Monday, the leftover fish is up for auction before the new delivery comes in.
- Baguettes turn into garlic bread, and other white bread gets a new life as breadcrumbs.
- Products like baby formula, oats and such get to be reborn as liquor at a local distillery. The liquor, "Spill" is a perfect example on how to upcycle products into something even more valuable than before.
- The green box is a machine that takes the remaining food waste and turns it into fertiliser. They both sell it as well as use it for their rooftop garden. Mouldy oranges, overripe apples or chicken that has expired all go in the green box.



To learn more:  
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Upshop is a global leader in total store operations technology. Our platform streamlines forecasting, ordering, production, and inventory optimization for food retailers. Serving over 450 retailers and 50,000 stores, we enhance operations across Fresh, Center, DSD, and eCommerce departments, driving improvements in sales, shrink reduction, food safety, and sustainability. With a focus on simplifying tasks and connecting teams, our technology empowers retailers to operate smarter and more efficiently.