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Thailandâ??s Central Food Group partners with Smartway to reduce food waste

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In Thailand, 64 per cent of waste is comprised of food waste, with Thais wasting 254 kg of food per capita per year. Central Food Group, Thailand's largest supermarket chain, is deeply committed to addressing this issue. Now, it is taking its efforts to the next level by partnering with Smartway, a company that supports retailers in their fight against food waste. The retailer is set to begin testing Smartway's innovative solutions for digitised food waste management in five of its Tops stores located in Bangkok and surrounding areas. The trial is scheduled to begin during the second quarter of 2024. Based on artificial intelligence, Smartway's solutions empower store teams to identify products nearing their expiration date, strategically price them with discounts of 20 per cent to 40 per cent, and take proactive measures to ensure accurate ordering. This translates to significant benefits for customers, boosting their purchasing power and reducing food waste.

On one hand, tonnes of products are discarded in stores, while on the other hand, millions of consumers face precarious conditions. Central Food Group sought to address this issue by partnering with Smartway, a company that has been supporting retailers in the fight against food waste for the past 12 years. Over 2,000 stores worldwide have already adopted Smartway's Food Waste Management System, a suite of solutions based on a unique form of artificial intelligence that guides in-store teams to optimise the entire food waste chain. Smartway has already prevented over 250 million products from going to waste.