

NOVA SBE CAMPUS

## **PINGO DOCE OPENS LAB STORE WITH CUTTING-EDGE TECHNOLOGY**

**Lisbon, 3 October 2019 – Pingo Doce today inaugurates a totally innovative store at the Carcavelos University Campus, a day which marks the first anniversary of the Nova SBE. Equipped with cutting-edge technology, the store offers a completely new shopping experience for the University's young innovation enthusiasts.**

Isabel Ferreira Pinto, Managing Director of Pingo Doce, says that “with this store, we wanted to create a different shopping experience, one which is truly convenient and practical for the academic and surrounding community. To this end, we’ve placed several solutions that are new to the food retail market to the test, both with regard to technology – mostly developed by Portuguese companies – and the assortment and type of store”. The Managing Director also says that this lab store “will allow us to observe, study and learn about the latest consumer trends and new ways of shopping”.

The differences are obvious as soon as you enter the store. To enter, leave and shop customers will need to download the Pingo Doce & Go NOVA app, designed specifically for this purpose, and which is available free of charge for iOS and Android devices. By using the app, customers can take products from the shelves and tap or scan the electronic labels to automatically update their shopping basket. With a payment method associated to their accounts, once they’re done shopping, customers can leave the store without having to go to the check-out counter. Payment can also be made at the self-check-out counters using a debit or credit card, as it is a cashless store.

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Another novelty is the “Go 24/7” machine, powered by computer vision. Located outside the store, the Go 24/7, as the name suggests, operates 24 hours a day, 7 days a week, offering an assortment of convenience. To make a purchase, customers only need to open the machine and take out the products they want. The amount will be automatically charged to their credit card.

The assortment was chosen to address the needs identified by the students, who are expected to be the stores main customers. With a wide range of ‘grab & go’ solutions – sliced fruit, ready-to-eat meals, wraps and natural juices – the assortment also includes a selection of organic, whole-grain, gluten-free and lactose-free products. The analytics system implemented in this store will help adjust the product offer based on consumer preferences.

The store has a ready-to-eat section, offering pre-prepared meals and sushi, as well as a pasta and salad station.

Boasting 250m<sup>2</sup>, the store will be open from 7.30am to 9pm, Monday to Saturday.

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## About Pingo Doce

With more than 400 stores spread across mainland Portugal and the Autonomous Region of Madeira, Pingo Doce is the leading chain in the supermarket segment in Portugal, offering high-quality food products at competitive prices.