

# Carrefour Belgium calls on Alkemics to digitize and share its product catalog with Yuka

Paris, July 13, 2021 - Carrefour Belgium becomes the first retailer in Belgium to join the Alkemics Consumer Transparency Program and to share all information on its private label food products with Yuka.

This initiative is part of Carrefour's global "Act for Food" program to make a concrete commitment to the food transition, from production to consumption (product traceability, access to 100% local organic products, etc.).

Carrefour Belgium product pages compliance check on Yuka using Alkemics

*Before*

Product information added by a consumer

Good – 69/100

*After*

Product information shared by the brand owner using Alkemics

Excellent – 84/100

Updating to the official product visual

Recalculating the Yuka Score based on the nutrition facts

Correcting the product name

ALKEMICS

— now part of SALSIFY

Mobile app displayed: Yuka

## Promote transparency of information

Thanks to this partnership with the Alkemics platform, which guarantees a reliable, automated and constantly updated data transmission, Carrefour Belgium's product information is now available on the Yuka application. In total, **more than 1,000 food references are available to Belgian consumers on Yuka.**

Objective for the company: meet current consumer expectations for quality and transparency.

*With "Act for Food," Carrefour is already at the heart of the food transition, and committed to sharing information and educating consumers. The company must absolutely be able to make informed choices. The collaboration we are initiating with Alkemics is in line with this positioning,"* explains **David Kestermans, the Marketing & Digital Transformation Director at Carrefour Belgium,** "Carrefour's

*mission is to make the best accessible to everyone. We aim to bring more transparency to the consumer, regardless of the rating system or the application used.” »*

## **Initiate a virtuous circle between apps, distributors, and consumers**

With its **Consumer Transparency Program**, Alkemics' commitment is clear: manufacturers, producers, and distributors can easily share public information on products (composition, nutritional information, allergens, etc.) with applications such as Yuka and thus get closer to their consumers' expectations.

No more inaccurate information, incorrect ratings and low quality photos; brands are taking back control of the information shared in real time to the consumer. Through the Consumer Transparency Program, consumer apps find a reliable source of data from brands which, in turn, provide more transparency by sharing the information that matters to their consumers. On the consumers' side, they have access to reliable information updated in real time by the brands for each product searched via their favorite app.

*“Transparency of information today is a determining component in the act of purchasing, just like the characteristics of the product. Our goal is to reconcile brands and retailers with their customers' expectations by offering a simple and unique way to share product information with dozens of consumer apps such as Yuka,”* said **Antoine Durieux, the co-founder and CEO of Alkemics**. *“Carrefour Belgium is now a pioneer in consumer transparency in Belgium, and we hope that this approach will convince other retailers to follow suit.” »*

### **About Alkemics-Salsify:**

Alkemics is the supplier experience management platform used by Europe's largest retailers to discover, list, and market products from over 20,000 brands. The brands use it to gain visibility with distributors and transparency with their consumers thanks to the sharing of their product catalog on all types of channels. The platform is open beyond food to specialized retail such as DIY industry, beauty, health, toys, and furniture.

In May 2021, Alkemics became the European subsidiary of the American company [Salsify](#). The two solutions combined create the Commerce Experience Management (CommerceXM) platform to offer suppliers and distributors enhanced collaboration in over 80 countries. The flow of all the information exchanged at each stage of their business relationship accelerates the marketing of products and enables an unprecedented product experience regardless of the consumer's purchasing channel.

The world's biggest brands, including Mars, L'Oréal, Coca-Cola, Bosch, and GSK, as well as retailers such as E.Leclerc, Carrefour, Intermarché, and Metro, use the Salsify platform on a daily basis to win the digital and omnichannel battle.

Salsify is now the leading global commerce management technology platform, backed by the most successful R&D and product teams. The combined company has over \$100 million in revenue and 600 employees, with offices in Paris, Boston and Lisbon.

### **About Carrefour Belgium:**

Carrefour has 786 stores in Belgium including Carrefour Hypermarkets, the Carrefour Market supermarkets, the Carrefour Express local shops, and 230 collection points Carrefour Drive.

Carrefour aims to be a partner in their customers' daily lives by offering a wide choice of products and services, at the best prices, thanks to the hard work of more than 11,300 employees.

Carrefour has developed new solutions across different channels to meet changing consumer needs, and create improved shopping experiences for its local customers. Customers can now do their shopping online on the website and the Carrefour Belgium App, on ShipTo or via UberEats. They can receive their groceries at home or at one of the 230 Drive collection points.

Carrefour Belgium is part of the Carrefour Group, one of the largest food retailers in the world with more than 321,000 employees. With a turnover of almost 80.7 billion euros in 2019, Carrefour now has 12,200 stores in more than 30 countries.

For more information : <https://newsroom.carrefour.eu> (newsroom), <https://www.carrefour.eu/nl.html>, or to follow us on LinkedIn : [@CarrefourBelgium](#).

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