

## Nice Bites – dry fruits now in fully recyclable packaging

**BILLA**

Private labels are an important part of the BILLA range, helping us to differentiate ourselves and build customer loyalty. That's why we continue to develop the range. Under the new private label Nice Bites, we offer customers a wide selection of high-quality nuts and dry fruits.

We have approximately 2,000 food and non-food products in the BILLA private label range. For these products, we look for the best possible packaging that gives the product the right protection, looks appealing and modern, while being minimalist and recyclable.

We are committed to packaging all of our products in packaging that is recyclable, reusable or biodegradable by 2030. To continuously measure how close we are to this goal, we are creating our own database of packaging and its characteristics.

A good example in this area is the new private label Nice Bites. The range of dry fruits and nuts was previously offered under the private label BILLA. These products were packaged in plastic packaging with a PET coating and a paper label. When conceiving the new private label Nice Bites, which is becoming dominant in this product segment, we designed and subsequently introduced a mono-material and therefore fully recyclable packaging with the recycling symbol PP and 5.

We have used the single-use polypropylene packaging for a range of natural nuts and dried fruits. Some private label products required special solutions due to the specific characteristics of the contents. For example, for products with salty content, a combination of films or metallic coating is used, which allows us to achieve better preservation of the properties of the contents of the packaging - taste and consistency.



The production and packaging process has not changed significantly. For the supplier, the change only meant providing different packaging material. We managed the implementation from the first enquiry to the first finished product in four months. On the packaging itself, the customer prominently displayed the information that he could safely sort it into plastic waste. The packaging is also resealable, which is a nice added value for the customer.

We see the solution chosen for the new private label Nice Bites as another step towards fulfilling our commitment to sustainable packaging. For this type of goods, which are usually packaged in composite packaging, we see this as a particularly successful venture.

### **What you should know about BILLA**

BILLA is part of the REWE International AG group. It has been operating on the Czech market since 1991. With a turnover of CZK 33.7 billion (2022), more than 250 stores and 6,500 employees, BILLA is the market leader in supermarkets. It offers a wide range of well-known and private label products on an average sales area of 900 m<sup>2</sup>. A great emphasis is placed on fresh products such as delicatessen, bakery, fruit and vegetables, dairy products, meat and chilled products. BILLA focuses on supporting Czech producers, which is why Czech food already accounts for 72% of its total turnover. Czech food is also part of BILLA's private brands - Vocílka, Česká farma, Srdce domova, BILLA BIO, BILLA, BILLA Premium, BILLA Easy, Nice Bites or Clever.

### **Contact**

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