

# Meny Værløse: Turning Food Waste into Profit



**37%**

Reduction in  
Food Waste

**45%**

time saved on  
date checking

**15h**

saved every  
week

*It's so easy to use! That makes it simple to quickly onboard new employees into our routines.*



Søren Engberg  
Merchant



## The Customer

Meny Værløse, located near Copenhagen in Denmark, is part of the Dagrofa-owned grocery store chain. The store is dedicated to combatting food waste and has signed the national voluntary agreement “Denmark Against Food Waste”, inspired by the U.N. Sustainable Development Goal 12.3.

## The Roadblock

The commitment requires members to reduce food waste by at least 50% by 2030. Before adopting digital solutions, Meny Værløse faced two major challenges:

- ❗ **Meeting ambitious waste reduction goal**
- ❗ **Limited tracking and data insights**
- ❗ **Resource-intensive waste management processes**



## The Solve

In 2019, Meny Værløse began its journey with Upshop by incorporating parts of its digital toolbox. They became the first store in Denmark to digitize their expiry management processes, making them more efficient. They integrated label printers with Upshop systems, and the labels not only served as eye-catchers but also attracted more foot traffic in the store. Shoppers visited more frequently to check out discounted products, thanks to Upshop's discount label printer, which streamlined markdowns.

## The Impact

Since 2019, Meny Værløse has been utilizing Upshop's Expiry Management solution, revolutionizing their everyday operations. By implementing Expiry Management, they achieved an average of 37% less food waste. The solution also provides the store with a daily list of products at risk of expiration, with their locations, enabling staff to identify and address them promptly. The app's ease of use has simplified employee onboarding, allowing new team members to quickly adapt to the store's routines.



To learn more:  
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Upshop has been building store operations technology for 30+ years to provide simplified, smarter, more connected SaaS-based solutions for retailers and associates. Upshop has formed a singular platform that delivers end-to-end visibility, increased sales, major waste reduction, and streamlined labor efficiencies. 150+ retail chain accounts trust our software in over 30k+ stores, 9 countries, and 3 continents.