

# PISIFFIK

## Leading Change in the Arctic: Pisiffik's Path to Lower Food Waste and Higher Efficiency



More than

# 17 %

reduction in food waste

### Clearer markdown labels

increase shopper trust and sell-through

### Significant time saved

Staff report faster routines and better overview

## The Customer

Pisiffik A/S is Greenland's largest retail group, operating more than 55 stores across the country's six largest cities. With approximately 800 employees, Pisiffik plays a central role in everyday life in Greenland. The company is owned by NorgesGruppen, KFI Erhvervsdrivende Fond, and Nalik Ventures, and manages a brand portfolio that includes Pisiffik, SPAR, Akiki, ILVA, Elgiganten, and JYSK.

## The Challenge

At the end of 2023, Pisiffik was facing a significant level of food waste across its stores beyond internal expectations. Food waste is difficult to avoid in retail, but in Greenland, it can at times be especially challenging. This for example due to the logistical realities of operating in Greenland, with long transportation times and unpredictable deliveries. Now, it was time for action.

*"It may sound simple, but in practice it has made a big difference. Staff spend less time on manual checks and gain faster insight, which improves store operations across the board."*

### Peter Thomsen

Former Chief Operations Officer, now Nonfood Director at Pisiffik



# The Solution

Pisiffik launched a company-wide initiative built around transparency, responsibility, and digital tools.

Key operational changes included:

- Revised procurement procedures
- Improved coordination between logistics and suppliers
- More frequent in-store checks



But the biggest step was digitizing expiry date control using Upshop's Expiration Date Management solution. The rollout took place across all food stores in six cities over just a few months. Staff were trained quickly, and stores gained real-time visibility into soon-to-expire items, making it easier to act and reduce unnecessary disposals.

To strengthen adoption and create lasting engagement, Pisiffik introduced internal competitions focused on compliance.

Stores were ranked in three categories, Super, OK, and Needs Improvement, based on performance with expiry checks and overall execution.

Results were made visible across the company, creating motivation and friendly competition between regions. Pisiffik also appointed local "food waste champions" and celebrated high-performing teams with recognition and storytelling support from the marketing and CSR departments.

*"The tendency is clear: Food waste is significantly lower, and we are stronger both environmentally and economically"*

**Peter Thomsen**

Former Chief Operations Officer, now  
Nonfood Director at Pisiffik



# The Results

Since the implementation, food waste across the entire chain has decreased by over 17% when comparing numbers from 2023 to 2024.

The trend is clear and ongoing in 2025, signaling an even bigger reduction. It's an improvement that is reflected both in financial performance and daily store operations.



## 3 Ways Pissifik Boost Engagement and Compliance in Store Teams

### 1. Make it visible

Share store performance openly across locations. Visibility encourages friendly competition and helps teams feel their efforts matter.

### 2. Keep it simple

Use clear success categories like Super, OK, and Needs Improvement. This gives teams an easy way to understand and aim for improvement.

### 3. Celebrate together

Highlight top performers and share examples internally. Recognition, even small wins, reinforces good habits and builds momentum.

## Looking Ahead

Pisiffik continues to optimize expiry routines, strengthen communication, and align departments around shared sustainability goals. Key contributors like Business Controller Ane Mette Andersen and the marketing team are playing a vital role in embedding this work into daily operations, ensuring that progress continues over time.

The combination of strong internal ownership, engaged teams, and the right digital tools has positioned Pisiffik as a regional sustainability leader, even in one of the most remote and complex retail markets in the world.



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Upshop is a global leader in total store operations technology. Our platform streamlines forecasting, ordering, production, and inventory optimization for food retailers. Serving over 450 retailers and 50,000 stores, we enhance operations across Fresh, Inventory, Waste, and eCommerce, driving improvements in sales, shrink reduction, food safety, and sustainability. With a focus on simplifying tasks and connecting teams, our technology empowers retailers to operate smarter and more efficiently.