

## Albert Heijn trials 'True Price' to reveal the real cost of food

### What is it?

In April 2023, Dutch supermarket chain Albert Heijn launched a 'True Price' trial in three of its stores for coffee to go. The 'real price' includes social and environmental costs such as CO2 emissions, water consumption, use of raw materials and working conditions.

### Why does this matter?

The initiative raises awareness of the social and environmental costs attached to food and drink, highlighting that cows' milk is less sustainable than oat milk and has a higher true price. This aims to stimulate sustainable consumer choices.

### Strategic implications:

This trial will help the Dutch retailer gain deeper insight into what customers think and whether it encourages more sustainable shopping habits. If successful, it could lead to a wider rollout.

### STEPIC drivers/Winning strategies:

Customer obsession, Power in purpose



*"Based on our mission 'Making better food accessible together. For everyone' we want to help our customers make healthy and sustainable choices easily.*

*"We do this by informing them well and giving them the opportunity to make more sustainable choices. True Price is one of the ways in which this can be done and that is why we embrace this idea."*

Marit van Egmond, CEO,  
 Albert Heijn

