

McDonald's adds RFID-tagged reusable containers in France

What is it?

In July 2023, McDonald's France partnered with Checkpoint to install RFID hardware into its new reusable containers and software in more than 1,200 of its restaurants across the country.

Why does this matter?

The partnership helps McDonald's reduce waste by providing real-time visibility of its reusable tableware stock, delivering efficient inventory management and optimising replenishment.

Strategic Implications:

Waste reduction is an ongoing challenge for retailers. Technology will increasingly be leveraged to enhance supply chain operations and improve visibility to address this issue. Alongside this, RFID tags are being used increasingly by retailers to reduce shrinkage and for frictionless self-checkout.

STEPIC drivers/winning strategies:

- Digital transformation to maximise efficiency



McDonald's new containers are food safe, heat and water resistant.

They can be automatically tracked through a database, with real-time data allowing restaurants to pinpoint the location of nearby containers to minimise the risk of shrink.

Currently they are being used in 1,200 restaurants.

