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World's first food waste supermarket so popular it has to open second branch after 9 months

Zlata Rodionova, The Independent, Tuesday 29 November 2016



The charity behind the world's first food waste supermarket in Denmark said the project has proved to be so popular that a second store has been opened.

WeFood, which sell produce at prices 30 to 50 per cent lower than they would normally cost, has enjoyed such tremendous popularity in Copenhagen that it has established a second location, this time in a trendy neighbourhood opening its doors in November.

Selling expired food is legal in Denmark as long as it is clearly advertised and there is no immediate danger to consuming it. The project attracts long lines of both eco-conscious shoppers and individuals with limited budgets.

Per Bjerre from the NGO behind the market, previously said: "WeFood is the first supermarket of its kind in Denmark and perhaps the world as it is not just aimed at low-income shoppers but anyone who is concerned about the amount of food waste produced in this country. Many people see this as a positive and politically correct way to approach the issue."

Every year more than 700,000 tonnes of food are wasted in Denmark. After being open just six months, WeFood has received over 40 tonnes of food that would have otherwise been destroyed. The products are donated by a range of suppliers. All available products are dependent on the generosity from donors. The supermarket is part of a Government initiative to reduce food waste in Denmark.

Food waste has become an increasingly hot topic in recent years, with several initiatives launching across Europe. Earlier this year, France has passed a law banning supermarkets from throwing away unsold food. Meanwhile, the UK's first food waste supermarket has opened in Leeds in September.

According to an investigation by the Evening Standard, supermarkets are throwing away £230m of edible food across the country.