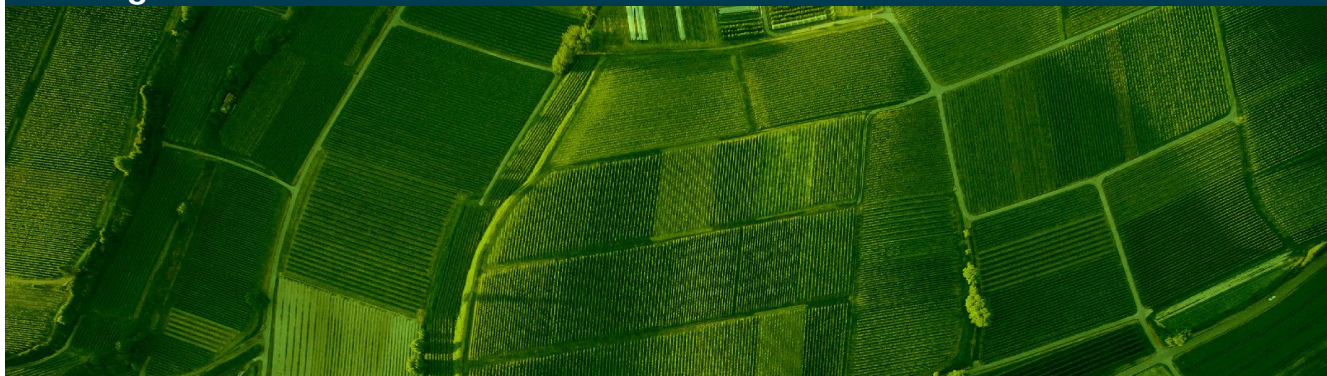


Practice Abstract No 5

Functional cabinets to store and conserve food are set to boost e-commerce in the retailing sector



Description

Since 2018 Coop Estonia has invested in the installation of food cabinets to provide an innovative solution to the consumers for whom, for diverse reasons, the home delivery of goods is not suitable.

The service initially focused on six areas around the city of Tallinn, where, thanks to a cooperation with petrol stations, food cabinets were placed near the main highways. In 2020, the success of the operation allowed for the expansion of the service to the Lääne-Harju municipality, in northern Estonia.

Once it is ordered on the Coop e-store, food is delivered to food cabinets (orders above 25 € are free of charge) at the delivery time selected by the customer. Being fully functional refrigerators, both fresh products and frozen products can be stored and conserved in the cabinet for up to 4 hours.

The food cabinets were supplied by Strongpoint, a company specialising in the development of retail technology. The cooperation of local governments was also essential to identify the most convenient locations for the lockers so that they are easily accessible, both on foot and by car.

The new technology allows for opportunities to serve more remote or rural areas of the country, as an effective tool to expand the advantage of e-commerce and reach areas where there are no convenience stores because of reasons of economic viability.

Author(s)

Giulia Tarsitano
European Community of Consumer Co-operatives (Eurocoop)

Stakeholders

Consumers, retail

Country/Region

Estonia

Keywords

Food cabinets, e-commerce, remote areas, rural areas



Additional Information (context, links, etc.)

<https://www.eurocoop.coop/>

About CO-FRESH

The CO-FRESH project aims to provide techniques, tools and insights on how to make agri-food value chains more environmentally sustainable, socio-economically balanced and economically competitive. The project pilots several agri-food value chain innovations to see how they, in combination, can improve environmental and socio-economic sustainability.

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