



PYATEROCHKA, MAGNIT AND ELDORADO CREATE REUSABLE SHOPPING BAG

The retail chains launched the first joint project to encourage shoppers to use reusable bags – Caring in the Nature of Things. From 21 February, customers in over 1,000 stores in Moscow and Krasnodar can purchase a reusable shopping bag at the checkout of each retail chain as an affordable and convenient alternative to plastic bags. Customers receive loyalty programme points at Pyaterochka, Eldorado and Magnit for each time they use the co-branded shopping bag. For more details, please see the [project website](#).

[Link to publication](#)