



## FOOD-SHARING

In late July 2022, X5 Group teamed up with Foodbank Rus and the Foodsharing non-profit organisation to launch a food-sharing pilot. The initiative collects food that is nearing its expiration date but is still safe to eat for donation to people in need. In its initial stage, the project was introduced in several Pyaterochka stores in Moscow and Chelyabinsk, with the donation footprint later expanded to select Perekrestok supermarkets in Moscow and St Petersburg. Currently, the food-sharing initiative also covers Yekaterinburg, Ryazan and Tomsk.

The pilot aims to arrange for in-store collection of food items nearing their expiration dates, train staff in the necessary procedures and arrange robust logistics for delivering the food to those who need it most.

Every day, store employees sort bakery products (rye bread, wheat bread and rusks) and pick out the items expiring in 1–2 days (i.e., those that have remained unsold but are still safe to eat). Volunteers from either Foodbank Rus or Foodsharing then collect the rescued products and distribute them on the same day to their beneficiaries, including lone seniors and large families in need. One store donates an average of 120 to 180 kg of bread per month, depending on the store format.

[Link to case](#)