



Βασιλόπουλος
...και του πουλιού το γάλα!

From Food Safety to Product Integrity

20/06/2019



Proud Company of Ahold Delhaize



11 Countries

More than **6,500** stores

Leading in online businesses

Strong financial profile

Serving more than **50 million** customers every week

Leading in sustainable retailing: Proud member of DJSI

375,000 associates

Shopping anytime anywhere

top 10 International food retailer

Proud heritage: **150** years experience in food retailing



Proud company of
Ahold Delhaize

HISTORY OF





AB in numbers

460

Stores



14.132

Associates



2,2 million+

Customers



3,3 million+

In donation



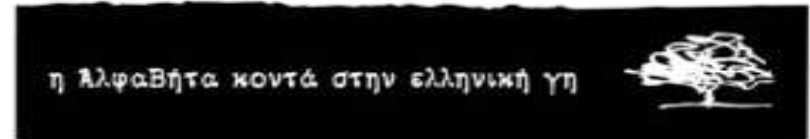
Our Brands



you'll love...



fresh to go...



Food Safety

Our Strategic target

All own-brand products sold within our stores are safe

- GFSI certification for all OB (Own Brand) food products



- AB Agro Assurance/ Global GAP



- Acceptable Level of Assurance Standards





Our Mission

Our Strategic target

All own-brand products sold within our stores are:

✓ Safe

- Food Safety
- Non-Food Safety
- Food defense

✓ Legal

- Legal production units
- Labels & Claims
- Food fraud

✓ Sustainable

- Environmental sustainability
- Social sustainability
- Animal welfare

Product Integrity

Product Safety

- GFSI certification for all OB (Own Brand) food products
- AB Agro Assurance/ Global GAP
- Certification for all OB non-food high risk products



Social Compliance

- BSCI risk countries
- Auditing
- Deal breakers



Critical Commodities

- Palm Oil
- Soy
- Coffee
- Tea
- Cocoa
- Seafood
- Wood Fibers



Packaging Guidelines

- Reduce
- Reuse
- Recycle



Nutritional Information

- Front of Pack Labelling



Proud company of
Ahold Delhaize

AB Proud of

AB Chocolates

✓ GFSI



✓ UTZ



✓ RSPO



AB Proud of

AB Tea & AB Coffee

✓ GFSI



✓ UTZ



AB Think Bio Coffee

✓ GFSI



✓ Fairtrade



✓ Bio



Proud company of

AB Proud of



Responsible
seafood
initiatives



MANIOS




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Thank you



Βασιλόπουλος
... και του πουλιού το γάλα!



city

HYPERMART



Food Market

HYPERMART



shop&go

ENA FOOD
CASH & CARRY