



Data users

- Shops/chains
- Category
- Marketing
- Memberservices
- Economic department
- Logistics
- Vendors
- HR
- CSR
- External institutions

And not least Members!

Questions

Contact:
Erhard Nielsen, CI Head of development, erhard.nielsen@coop.dk

Future

- Description of contents
- Information on health issues
- Functional food – “this food is known to be good for.....”
- Dietary food in relation to known diseases

Information that is useful or needed for people with diseases, or who have an interest in, in relation to their shopping.