



PENNY Market Italy cares about people and it is close to Italian companies

An Italian story of social responsibility, commitment and sustainability.

The COVID-19 affected Italy more than any other country in Europe. As a company with almost 400 stores and 4000 employees PENNY Market Italia since the first stages of the emergency really wanted to be consistent with its values and promptly reacted to be even more “close” to its people and customers, to be even more caring about the territory.

Besides an immediate emergency implementation plan which efficiently granted – and still does – the full safety for employees and customers in total compliance with regulations provided by Government and Health Authorities, PENNY promptly activated a series of measure that resulted in a significant and consistent help to those – as citizens and as companies – are mostly affected by the difficult situations.

The partnership with Banco Alimentare Onlus gives to PENNY the opportunity to donate an equal value up to 1,3 mln euros in food remains each year, from both stores and warehouse; and the activity has been granted even along these difficult weeks where restrictions to mobility required extra efforts at all level. An extra donation in essential food products – 810 packages of durable grocery – is also planned just in these days with the specific aim to add further support within the emergency.

Almost 200 are now the PENNY Market stores in Italy where customers have the chance to “buy a little more, to do much more...” That’s the claim of #SPESASOSPESA – stand-by shopping –, the way PENNY Market makes a teamwork just with its customers: in a dedicated area, customers can leave a piece of their shopping in the provided #SPESASOSPESA trolleys and on a regular basis, City Charity associations collect those donation and distribute to family in difficulties. In 2 weeks almost 300,000€ in goods were collected and donated.

The central Government delivered to families consistent social aids in terms of shopping vouchers; PENNY wanted to play its caring role even in this and wanted to donate an own discount to the vouchers spent in its stores which up to date resulted in more than 25,000€ of re-donation.

The Campaign “Abbracciamo le imprese italiane” (let’s embrace the Italian companies) was launched on Monday the 20th as the “PENNY’s way” to offer a significant help to the re-launch of Italian medium and small producers. Dedicated processes, support communication, a direct line of engagement, logistics support and the great change to be present in the GDO channels: this is what PENNY Market can offer to all medium-small producers of Made-In-Italy food excellences now affected by the emergency and that, if not helped, could not probably survive. It’s a full support project for PENNY Market to play its role in the relaunch of local economy.

This emergency is for sure highlighting some “heroes” as for instance all health operators, police, volunteers of social organisations and charity entity. PENNY Market, together with its customer, is granting to all of them a #PRIORITY access to our stores. After intense working days, doctors, nurses, police officers and volunteers can shop without cueing nor outside the stores nor at the cashier; it’s the PENNY Market way to tell them “thank you” for the great commitment and support within these days.