



PHILIPS



Case study

PLUS, Amersfoort,
the Netherlands

Changing perceptions at the meat counter

Refreshing displays, reducing food waste and boosting
sales with Fresh food LED recipes



LED Rose provides excellent light output and the meat looks very appealing. We plan to apply this light solution in all our new stores.”

Robert Delver, Format Manager, PLUS

How does PLUS use Fresh food LED lighting recipes to present meat at its very best?

PLUS knew it needed to meet its customers' needs for fresh food. Meat discoloration was a significant part of the problem, an issue that resulted in waste and, by extension, a loss of profit. Philips supplied Fresh food LED lighting recipe Rose, which reduces discoloration and presents meat as customers want to see it.

How can we use light to solve a cosmetic problem?

The discoloration of sliced meat is not a quality issue but a cosmetic problem. Philips Lighting conducted research in both a lab and in an in-store field test, and performed tests with a popular meat supplier. The conclusion was that both the level of discoloration and the acceptance of it differs per type of meat, and that light (light level and light spectrum, in particular) were shown to be key parameters in the presentation of ultra-fresh food.

The fresh food recipes enhance food presentation and reduce the psychological gap between the actual colors of produce that naturally discolor, and the much more saturated colors people have in mind when they think of fresh products. They also help to reduce food waste by emitting the right color temperatures to slow down the discoloration of sliced meat.

LED Rose: a complete success

Philips Lighting's research led to the formulation of LED Rose: the optimal 'light recipe' for illuminating sliced meat. PLUS chose LED recipe Rose to illuminate meat department. It provides the perfect amount of light to make the meat look highly appealing, while reducing discoloration.

The concept and pilot were very successful, both in terms of sales and customer satisfaction. Not only does PLUS plan on applying LED Rose in all its new stores, but will take it one step further by optimizing the lighting in all its fresh food departments in which food is affected by discoloration, to support the preservation of fresh produce and present it in the best way possible.



Enhanced presentation

LED recipe Rose has significantly enhanced the presentation of sliced meat in PLUS supermarkets, enticing customers to buy when previously they were put off by lighting-induced discoloration.



Increased energy efficiency

LEDs drive energy efficiency in the store, making PLUS more environmentally-friendly and sustainable. This also improves the store's brand image and appeals to its customers.



Philips Lighting YouTube channel

Find all about Philips lighting solutions to reduce meat discoloration in PLUS supermarkets.

[Watch the video >](#)



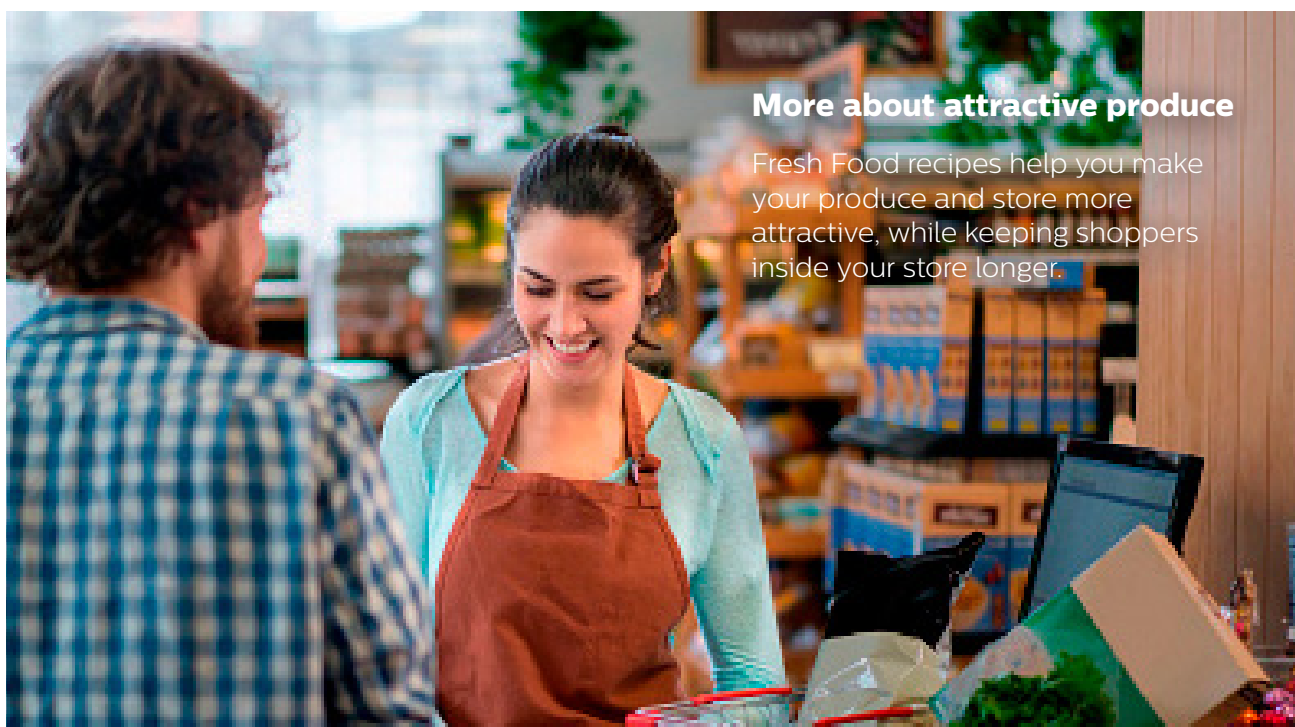
Reduced food waste

By emitting the right spectrum to slow down the discoloration of sliced meat, the Fresh food recipes also support longer shelf life and reduce food waste.



Longer lifespan

LED lighting's long lifespan compared to high pressure sodium is an additional advantage that means fewer lamp replacements and further savings for PLUS.



More about attractive produce

Fresh Food recipes help you make your produce and store more attractive, while keeping shoppers inside your store longer.

www.philips.com/freshfood



Find out how Philips Lighting can transform your business

© 2017 Philips Lighting Holding B.V. All rights reserved. Philips reserves the right to make changes in specifications and/or to discontinue any product at any time without notice or obligation and will not be liable for any consequences resulting from the use of this publication.
Date of release: December 2017

www.philips.com/freshfood