

Roundy's "Doing Our Part" reusable bag program expanded

Written by

Monday, 30 March 2009 17:12

Roundy's Supermarkets, Inc. launched "Doing Our Part," a new reusable bag program at Pick 'n Save, Copps, Rainbow and Metro Market stores throughout Wisconsin and Minnesota.

Through "Doing Our Part," customers will receive a 5-cent credit for each Roundy's reusable bag brought in during their shopping trip and used to pack their groceries. The program has been expanded to include more reusable bags.

Under the new program, customers shopping with the following reusable bags are eligible for a 5 cent credit per bag used to pack their groceries:

- All Roundy's Reusable Bags
- Similarly constructed reusable bags from other retailers or entities
- Canvas Bags
- Market Baskets

The 5-cent credit does not apply to paper or plastic retail bags.

"We take our cues from our customers," said Robert Mariano, Roundy's chairman and CEO. "Many of them who have long made a practice of shopping with reusable bags asked if those bags could be included in our new program. We considered their requests and decided to update our program."

Roundy's long standing recycling program remains in place. Customers still can bring back their paper or plastic bags, drop them in the recycling bins at any Pick 'n Save, Copps, Rainbow or Metro Market and we, in turn, will make sure those bags are recycled.

Roundy's Supermarkets, Inc. is a leading grocer in the Midwest with nearly \$4 billion in sales and 20,000 employees. For more information about Roundy's, visit the company website at www.roundys.com