# Tesco extends yellow sticker discounts and pilots free food giveaway to cut waste



Tesco is making waves in the supermarket landscape with a series of changes aimed at reducing food waste while enhancing customer experience. Recent announcements have revealed that the retailer is extending its evening discount provisions, previously confined to just after 7 pm, in a concerted effort to encourage shoppers to purchase more items marked with yellow stickers.

Eager shoppers across the UK have reported seeing new signage indicating that certain bakery items, including croissants and chocolate twists, are now being sold at half-price beyond the traditional 7 pm cut-off. This initiative seems to be part of a broader strategy by Tesco to prevent food waste while simultaneously providing shoppers with access to more affordable options. A spokesperson for Tesco stated, “Markdowns on fresh products continue to be popular and help to prevent good food from going to waste,” underlining the company's commitment to sustainability.

In addition to the heightened discount offerings, Tesco is currently piloting a groundbreaking initiative in select Express stores. From 9:30 pm, customers are able to collect unsold yellow sticker items for free, following prior donations to local charities and staff. This ambitious program not only aims to tackle food waste but also aligns with Tesco’s ambitious net-zero targets. According to industry reports, this trial reflects a growing trend among supermarkets to manage surplus food effectively while driving social impact.

As Tesco rolls out these changes, it is also rebranding its discount offerings. In an effort to make discounted items more appealing, the supermarket chain plans to replace its 'Reduced to Clear' sections with the more inviting phrase 'reduced in price – just as nice' in 100 stores by Christmas. This move is informed by findings from a YouGov survey, which revealed that a significant 69% of consumers actively seek out discounted food products. Such branding efforts are crucial in reshaping perceptions about purchasing reduced items, positioning them not just as cheaper alternatives but as quality options to consider while shopping.

This proactive approach to food waste management is particularly relevant amidst growing public awareness of sustainability issues. Tesco's commitment to donating millions of meals through partnerships with charities reflects a significant engagement with social responsibility. A Tesco spokesperson noted, “In all our stores, we offer unsold surplus food to charities and community groups,” highlighting a systematic effort to blend commercial operations with community benefit.

Overall, Tesco's recent initiatives not only address the pressing concern of food waste but also signal a shift in how supermarkets can engage with customers more meaningfully. As consumers become increasingly conscious about sustainability and food sourcing, such initiatives may well position Tesco as a leader in responsible retailing.

## Reference Map:

* Paragraph 1 – [[1]](https://www.bristolpost.co.uk/news/uk-world-news/tesco-secretly-changes-7pm-yellow-10228444), [[2]](https://www.independent.co.uk/news/uk/home-news/tesco-yellow-sticker-free-food-waste-express-b2714061.html)
* Paragraph 2 – [[4]](https://www.retailgazette.co.uk/blog/2025/03/tesco-free-food-shoppers/), [[5]](https://www.itv.com/news/2025-03-13/tesco-to-give-away-discounted-food-for-free-in-new-trial)
* Paragraph 3 – [[3]](https://www.mirror.co.uk/money/tesco-announces-huge-change-yellow-28503081), [[6]](https://www.retailsector.co.uk/666471-tesco-to-offer-free-expiring-food-items-to-reach-net-zero-targets/)

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.bristolpost.co.uk/news/uk-world-news/tesco-secretly-changes-7pm-yellow-10228444> - Please view link - unable to able to access data
2. <https://www.independent.co.uk/news/uk/home-news/tesco-yellow-sticker-free-food-waste-express-b2714061.html> - Tesco is trialling a scheme in select Express stores where customers can take home unsold 'yellow sticker' items for free after 9:30 pm. This initiative aims to reduce food waste and support the retailer's net-zero targets. The trial allows customers to collect remaining discounted items at the end of the day, following donations to charities and staff. ([independent.co.uk](https://www.independent.co.uk/news/uk/home-news/tesco-yellow-sticker-free-food-waste-express-b2714061.html?utm_source=openai))
3. <https://www.mirror.co.uk/money/tesco-announces-huge-change-yellow-28503081> - Tesco is rebranding its 'reduced to clear' sections to 'reduced in price – just as nice' in 100 stores by Christmas, with plans to extend this to more stores throughout 2023. This change aims to make discounted food items more appealing and easier to find, as a YouGov survey found that 69% of customers are actively looking for discounted items. ([mirror.co.uk](https://www.mirror.co.uk/money/tesco-announces-huge-change-yellow-28503081?utm_source=openai))
4. <https://www.retailgazette.co.uk/blog/2025/03/tesco-free-food-shoppers/> - Tesco is trialling a scheme in select Express stores where customers can take home unsold 'yellow sticker' items for free after 9:30 pm. This initiative aims to reduce food waste and support the retailer's net-zero targets. The trial allows customers to collect remaining discounted items at the end of the day, following donations to charities and staff. ([retailgazette.co.uk](https://www.retailgazette.co.uk/blog/2025/03/tesco-free-food-shoppers/?utm_source=openai))
5. <https://www.itv.com/news/2025-03-13/tesco-to-give-away-discounted-food-for-free-in-new-trial> - Tesco is trialling a scheme in select Express stores where customers can take home unsold 'yellow sticker' items for free after 9:30 pm. This initiative aims to reduce food waste and support the retailer's net-zero targets. The trial allows customers to collect remaining discounted items at the end of the day, following donations to charities and staff. ([itv.com](https://www.itv.com/news/2025-03-13/tesco-to-give-away-discounted-food-for-free-in-new-trial?utm_source=openai))
6. <https://www.retailsector.co.uk/666471-tesco-to-offer-free-expiring-food-items-to-reach-net-zero-targets/> - Tesco is trialling a scheme in select Express stores where customers can take home unsold 'yellow sticker' items for free after 9:30 pm. This initiative aims to reduce food waste and support the retailer's net-zero targets. The trial allows customers to collect remaining discounted items at the end of the day, following donations to charities and staff. ([retailsector.co.uk](https://www.retailsector.co.uk/666471-tesco-to-offer-free-expiring-food-items-to-reach-net-zero-targets/?utm_source=openai))
7. <https://www.telegraph.co.uk/money/consumer-affairs/tesco-rebrands-discount-food-avoid-putting-shoppers/> - Tesco is renaming the 'Reduced to Clear' section of their supermarkets to 'reduced in price – just as nice' to make discounted food more appealing to customers. The new signage will be installed in 100 stores by Christmas, following a YouGov survey that found over two-thirds of customers now seek out markdowns. ([telegraph.co.uk](https://www.telegraph.co.uk/money/consumer-affairs/tesco-rebrands-discount-food-avoid-putting-shoppers/?utm_source=openai))