# Aldi Trials Crownless Pineapples to Reduce Food Waste and Packaging



Aldi, the UK's fourth largest supermarket, is conducting a trial to sell crownless pineapples in select stores across the Midlands, Yorkshire, and the North East of England. This initiative aims to reduce food waste by removing the green leaves during the production process, which are typically discarded by consumers. The removed leaves will be repurposed either for the next crop cycle or as animal feed.

If successful, the trial could prevent around 1,400 tonnes of food waste annually. Additionally, the change would allow Aldi to transport more pineapples per box, potentially reducing cardboard usage by approximately 187 tonnes each year. This move aligns with Aldi's broader sustainability efforts, which include switching to paper bands for bananas and introducing thinner bags for onions. This shift could save significant amounts of non-recyclable packaging and plastic annually.

Liz Fox, National Sustainability Director at Aldi, stated that the crownless pineapple trial is part of the company's ongoing commitment to find sustainable solutions benefiting both the environment and its customers.