# Aldi Trials Crownless Pineapples to Reduce Food Waste and Promote Sustainability



Aldi is piloting a new initiative to reduce food waste by selling crownless pineapples in selected stores across the UK. The trial is being conducted in the Midlands, Yorkshire, and the North East, including Tyneside, Wearside, and Northumberland. The retailer, identified as the UK's fourth-largest supermarket, removes the green leaves from pineapples during production for recycling purposes. The detached crowns will either help cultivate next year's crop or be converted into animal feed.

This change aims to cut food waste by approximately 1,400 tonnes annually if implemented nationwide. Additionally, removing the crowns will allow Aldi to fit more pineapples into transport boxes, potentially reducing cardboard usage by 187 tonnes per year.

Liz Fox, National Sustainability Director at Aldi, stated that the initiative aligns with Aldi's commitment to sustainable solutions that benefit both customers and the environment. This trial is part of Aldi’s broader efforts to minimize waste and reduce carbon footprints.

In June 2024, Aldi also announced plans to replace plastic packaging on various products, including bananas, onions, and specially selected butter, which would further reduce non-recyclable waste by significant amounts annually.