Virtual aisles matching the ones customers had browsed for years.

Ingredients organized in the same way that they were used to.

But with some new bells and whistles.

Like interactive shopping lists.

On-demand recipe inspo.

And an option to replace ingredients to make them carbon neutral.

All delivered to their doorstep.

And what’s even better, they opened their digital doors a year sooner than expected.

In the middle of a global pandemic. And even as restrictions were lifted, customers kept coming back to the virtual store.

And that’s how Føtex remained one of Denmark’s favorite grocery stores.

Both in the digital world and the real world.