



**RIPE NCC**  
RIPE NETWORK COORDINATION CENTRE

# What you might not know about...

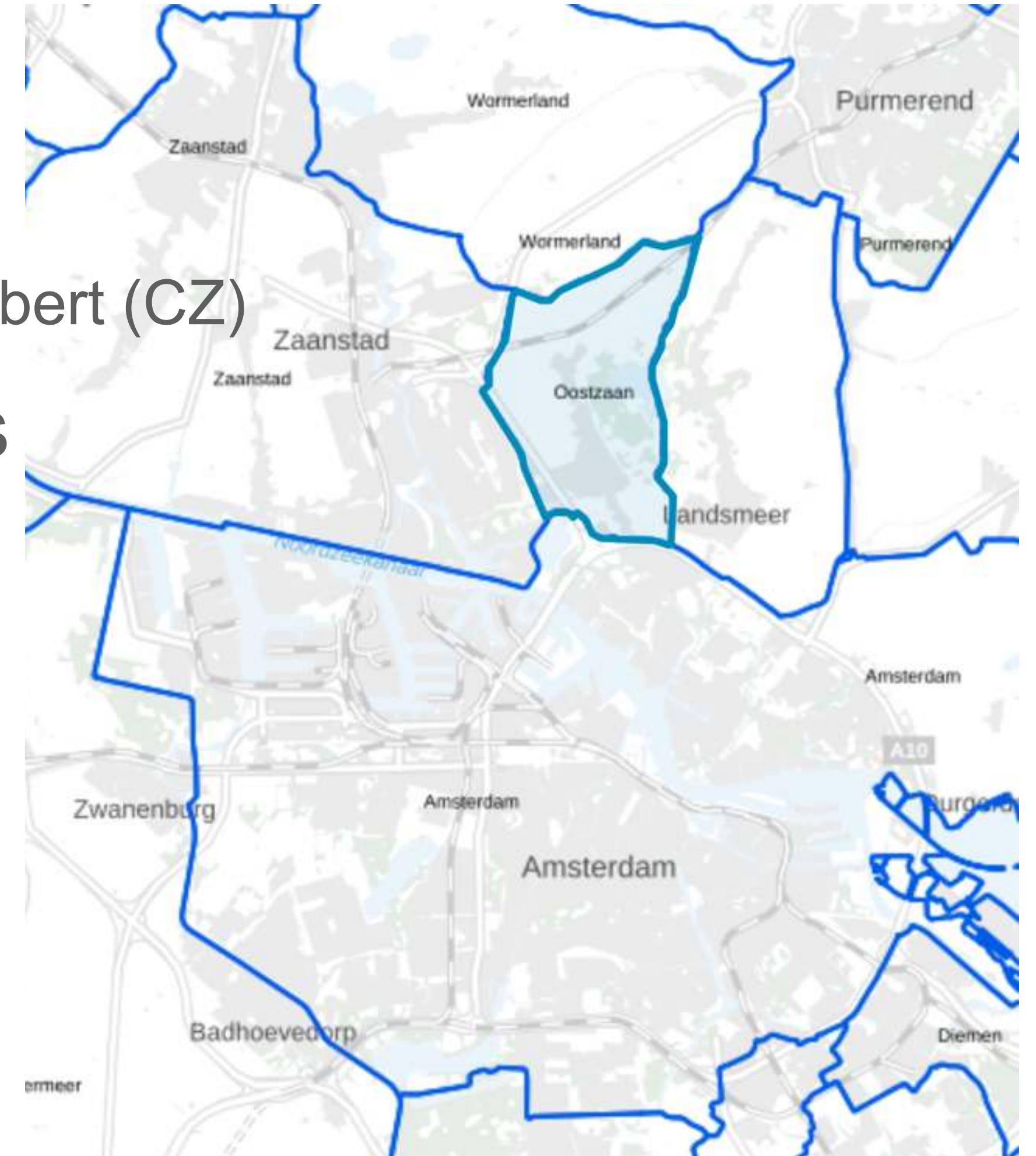
Albert Heijn

Ondřej Caletka | 25 April 2024 | NCC Sevens

# Albert Heijn



- Founded in 1887 in **Oostzaan**
- Part of **Ahold Delhaize** holding
  - together with Delhaize, Bol.com, Etos, Gall & Gall or Albert (CZ)
- More than **1000 stores** in the Netherlands
  - Albert Heijn
  - Albert Heijn XL (over 3000 m<sup>2</sup>, with a parking lot)
  - Albert Heijn **to go**
- A few stores in Belgium



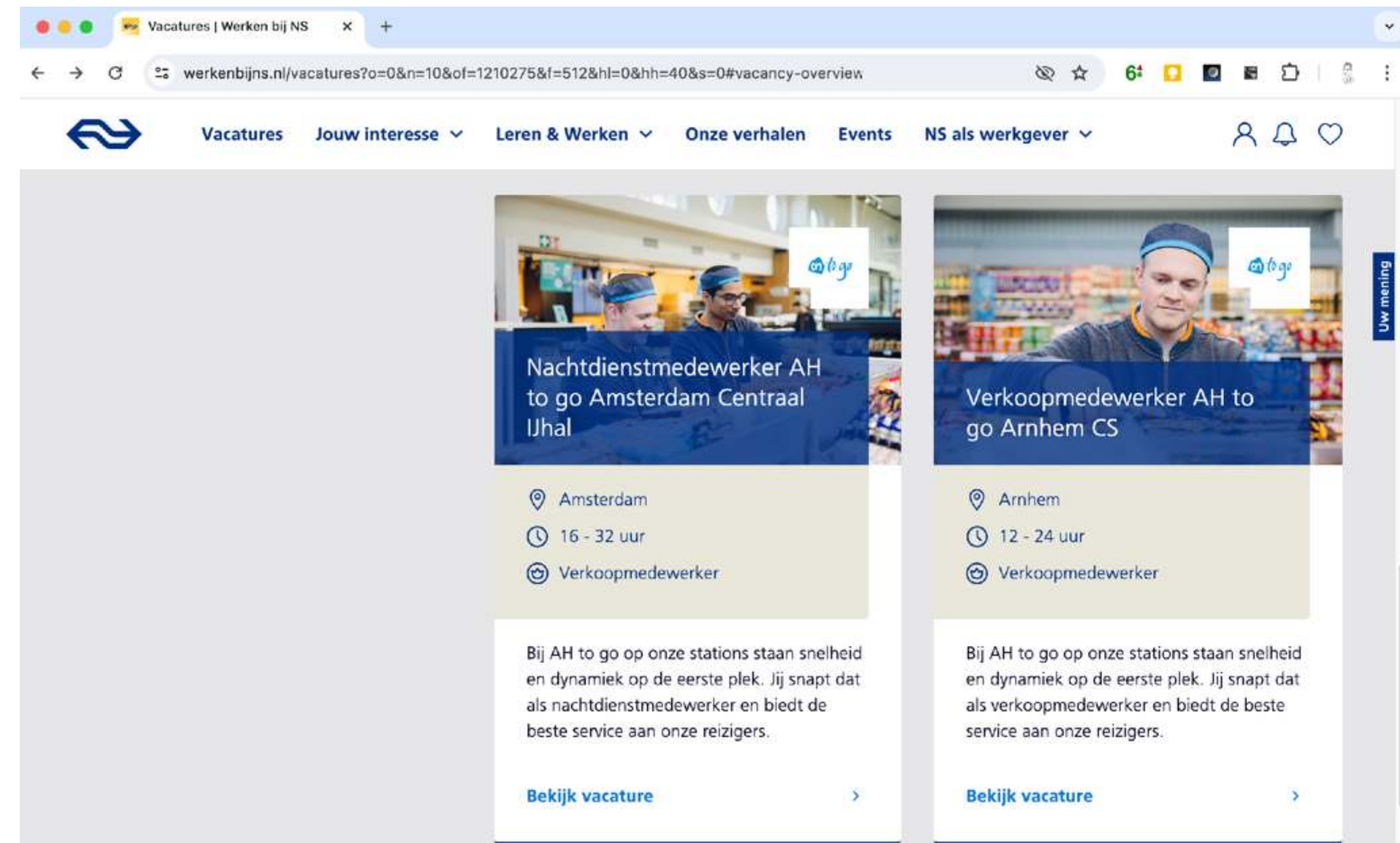


**To go or not to go**

# Albert Heijn to go



- Established in **1999** at the station 's-Hertogenbosch
- Actually a **franchise** run by NS (*and possibly others*)



# Albert Heijn

- Normal priced groceries
- Weekly promotions
- Bonus box
- **Unwrapped pastry**
- Some sell a selection of **to go products**
- Some of them have coffee machine offering **€ 1 happy hour all day long**

# Albert Heijn to go



- *Overpriced* groceries to go
- No promotions
- No Bonus box
- Individually wrapped pastry
- Machine selling coffee for **more than € 2**
- Virtual stickers for **6th product for free**

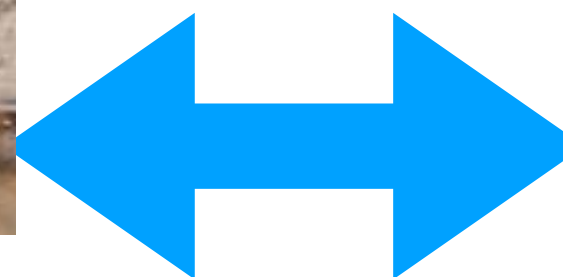
# To go or not to go



- Sometimes it takes **literally five steps** to save a lot:
  - Carrot to go: € 1,50 for 200 g
  - Carrot not to go: € 1 for 300 g



5 steps





# Self-scan and Self-checkout

Know the difference

# Self-checkout

- Virtually every store has it



# Self-scan



- Hand scanners *or* the **AH-app**
- Paired using Wi-Fi, talks to RFC1918 IPv4 address
- Unfinished sessions will make your bonus card blocked **in that store**
- Self-scan session cannot be finished on the manned checkout

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[selfscan.store.ah.nl](https://selfscan.store.ah.nl)





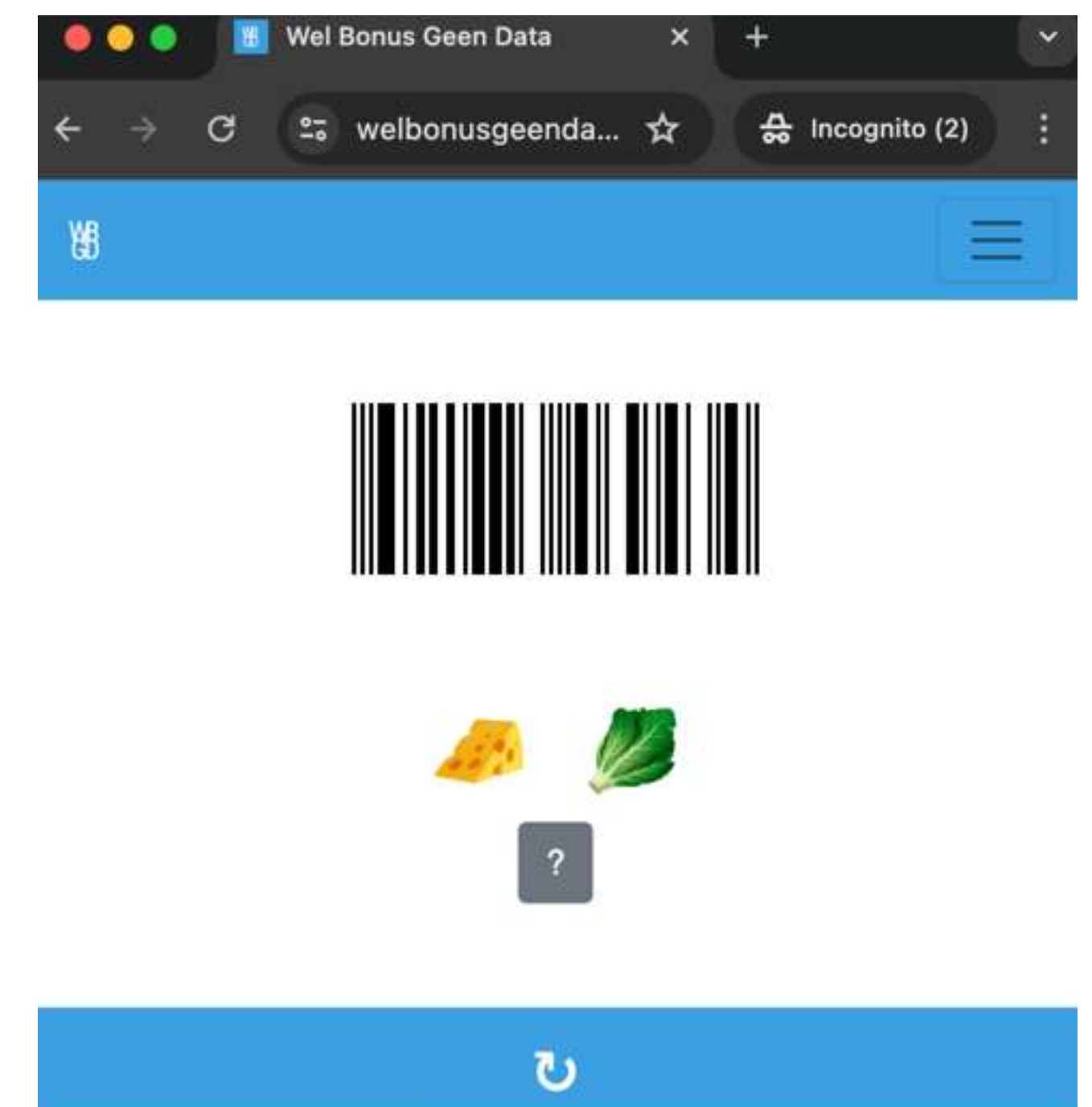
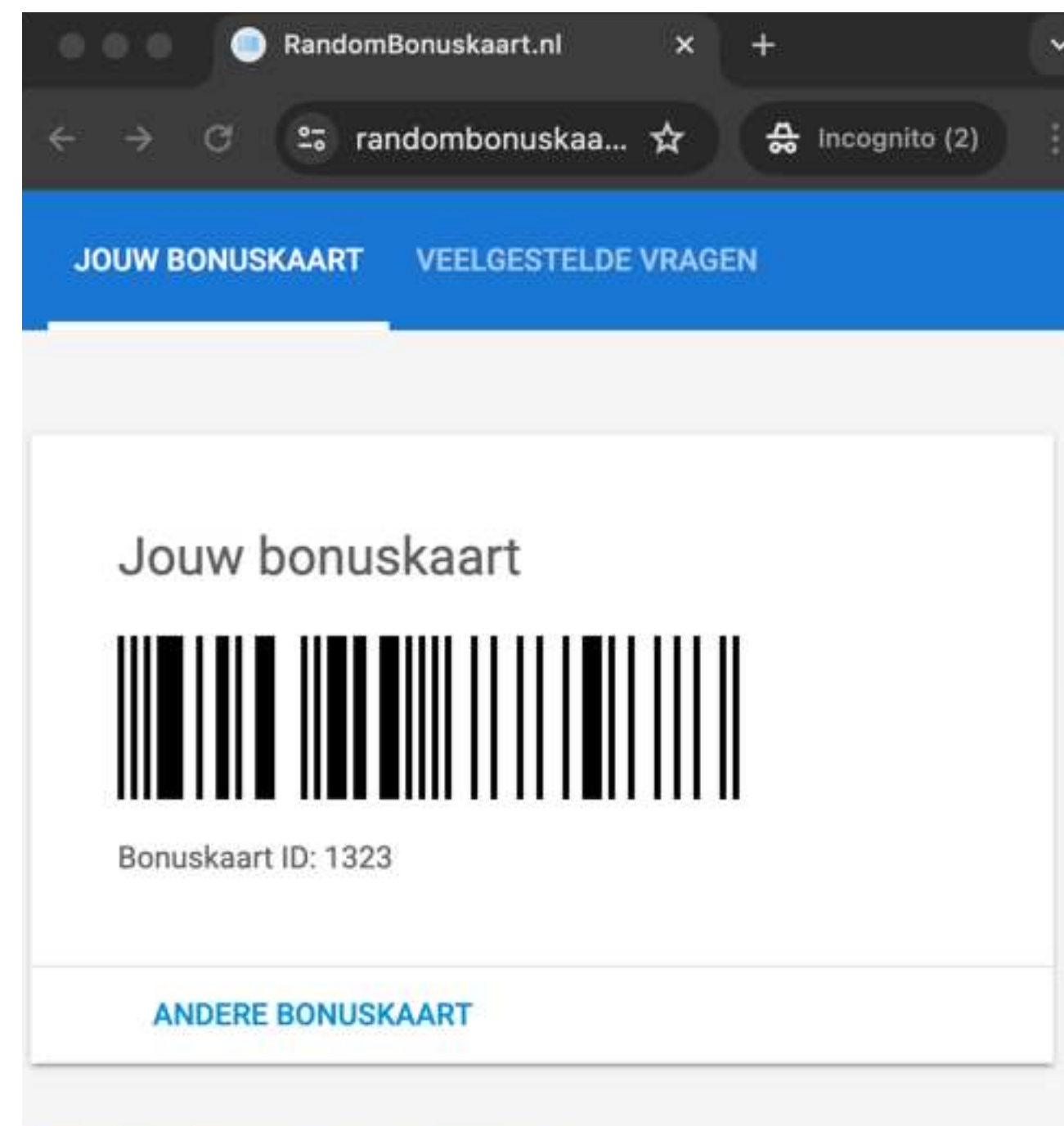
# Bonus Card

Key to all promotions

# Bonus card



- You need one even to **get weekly promotions**
- Personal data collection is **optional**
  - If you opt-in, you will receive the Bonus Box offers every week
- For the privacy-aware users:
  - RandomBonusKaart.nl
  - WelBonusGeenData.nl
- Can be used to open the exit gate





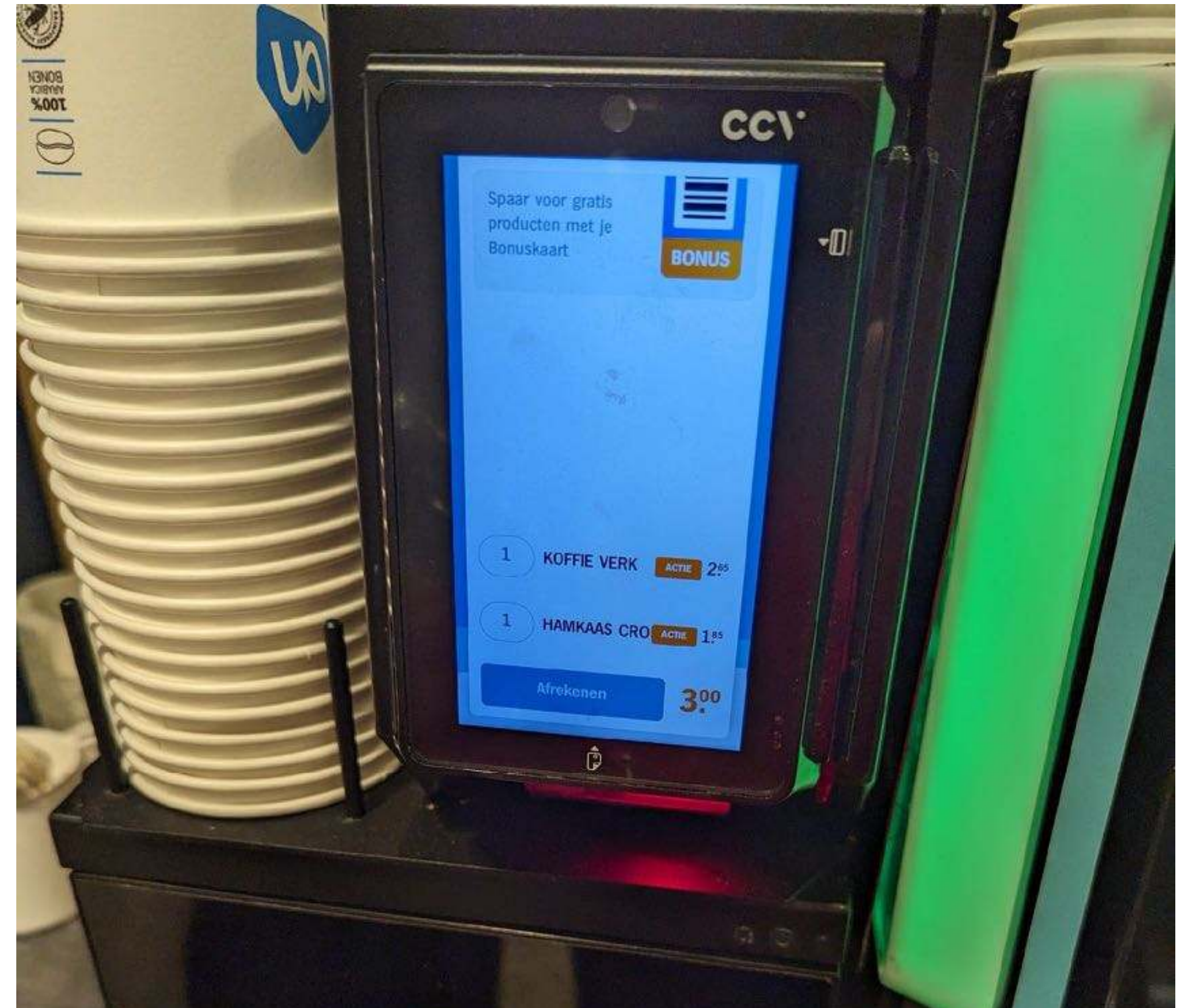
# Coffee anyone?

A new payment opportunity  
in Albert Heijn to go

# Coffee machine is the new self-checkout!



- To offer the **6th coffee for free**, one must scan bonus card
- POS terminals on the coffee machines got recently barcode scanners for that
- It is actually a **fully functional self-checkout!** You can scan any product with barcode
- But you must order a drink first
- There are combi-deals ☕ + 🥐





# Special stores

# Schiphol

- Normal Albert Heijn though sometimes branded as to go
- No Wi-Fi - no way to do self scanning
- Overpriced unwrapped pastry
- Normal price on other products



# Eindhoven Centraal



- Standard *Albert Heijn to go* yet **significantly cheaper**:
  - ☕ for € 1,75 ~~2,25~~
  - 🥐 for € 1,25 ~~1,85~~
- Probably due to **competing Jumbo City** at the same station



# No Time For Questions



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