

Delhaize Becomes First European Supermarket to Launch In-Store Celebration for Never Give Up Day

Delhaize Knokke-Heist leads the way as Europe's first supermarket to turn Never Give Up Day into a powerful in-store celebration of resilience and community

CHARLOTTE, NC, UNITED STATES, August 11, 2025 /EINPresswire.com/ -- In a bold and timely move, Delhaize Knokke-Heist (Kustlaan) becomes the first supermarket in Europe to bring [Never Give Up Day](#) to life in-store. This inspiring global celebration, observed on [August 18](#), honors resilience, determination, and the human spirit — and now steps into the heart of retail.

With emotionally resonant experiences, limited-edition giveaways, and a special Mini Heroes campaign for children, Delhaize isn't just celebrating a day — it's sparking a movement.

"Supermarkets are uniquely positioned at the heart of daily life — places with unmatched foot traffic and emotional connection to the community," said Alain Horoit, founder of Never Give Up Day. "Delhaize's initiative not only sets a precedent in Belgium, but also marks the beginning of what I believe will become a global retail movement. This campaign sends a strong message: brands and businesses can lead the way in celebrating resilience and lifting people up. I'm confident this is just the beginning — we will see many more supermarkets across the world follow this example in the years to come."

A New Era of Purpose-Driven Retail
Delhaize's in-store activation includes:

° Free Limited-Edition "Never Give Up Day" Mugs



#NeverGiveUpDay

° Heartfelt Greeting Cards with every bouquet — encouraging customers to thank those who stood by them

° Mini Heroes Campaign – a resilience-building experience for kids aged 4–10

° Emotional Storytelling Displays to deepen community connection and celebrate inner strength

This initiative reflects a growing demand for purpose-driven retail experiences. In a world facing economic uncertainty, mental health crises, and social division, Never Give Up Day gives supermarkets a new platform to engage customers — not just through products, but through meaning.

From Aisles to Impact

Born in the U.S. and recognized by over 135

mayors across North America, Never Give Up Day is rapidly becoming a global movement. As the first Belgian retailer to take part, Delhaize Knokke-Heist positions itself not only as a leader in wellness and community care, but as a pioneer in emotionally intelligent retail.

#NeverGiveUpDay

“

Never Give Up Day gives retailers a unique opportunity to inspire loyalty, drive foot traffic, and become part of people's emotional journey”

Alain Horoit

A Call to the Industry

Retailers across Europe are now watching closely. With minimal cost and high emotional return, the Never Give Up Day campaign offers brands a way to build loyalty, connect with local communities, and strengthen their public image.

As Alain Horoit states:

“This isn't just a day on the calendar. It's a call to action for

every company that believes in perseverance — and wants to inspire it.”

alain horoit

NEVER GIVE UP DAY

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