

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, limitededition 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



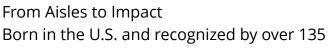
and emotional connection to the community," said Alain Horoit, founder of Never Give Up Day. "Delhaize's initiative not only sets a precedent in Belgium, but also marks the beginning of what I believe will become a global retail movement. This campaign sends a strong message: brands and businesses can 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."

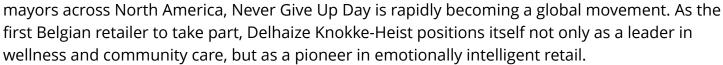
A New Era of Purpose-Driven Retail Delhaize's in-store activation includes:

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

- 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.







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."

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