

NEWS

Supersmart supermarket

Digital signage, the culinary co-pilot of the evening

8 June 2026, Tobias Engl



After a long day at work, the question remains as to whether chickpeas or lentils go better with half an eggplant in the vegetable drawer. In Germany, around 78 kilograms of food are thrown away per capita every year, most of it due to a lack of planning, not bad taste. This is where an idea comes in that is technically closer than many people think... the networked supermarket that thinks and cooks with you.

The basic ingredients already exist. Smart fridges from Samsung, Bosch and LG inventory their contents, larders become intelligent warehouses thanks to image recognition and recipe platforms dynamically maintain shopping lists. What is missing is the connecting element and it is precisely this gap that digital signage with ScreenWay closes in the market. Anyone entering the store could be told discreetly: "You still have peppers, rice and chicken at home. On offer today: coconut milk, coriander and lime - the Thai curry for €4.80 is ready." On the 4K display in the spice department, the motif changes from the poster to the matching recipe, with a reference to where the curry paste is located. The screens react to the time of day, stock levels and frequency. In perspective, with express consent and within the framework of the GDPR and EU AI Act, to the anonymous context in front of it.

The real charm lies in the feedback channel. In an integrated smart kitchen, the stock list updates itself. The networked scales recognize the 200 grams of rice used, the fridge registers the empty coconut milk. So the next time you go shopping, the system not only knows what is missing, but also what is already there. The result is more targeted shopping, fresher supplies and, at the end of the day, exactly the ingredients you really need.

Biometric personalization goes one step further. If the smartwatch, shared voluntarily, suggests an increased iron requirement, the system suggests lentils with spinach and lemon. Not because marketing is pushing it, but because the combination is good for the body. Today, a rough recommendation logic works according to activity, allergens and self-set goals; the finer, fully biometric tuning is still maturing technically and in terms of regulation.

So why have screens in the store if the smartphone knows everything? Because over seventy percent of purchasing decisions are made at the shelf, not at home. The display in the fresh produce department is the point where digital recommendation and real availability meet: "Fresh today: salmon fillet from Norway - goes well with the broccoli in your basket." This is no longer a poster, but a service. And for the retailer, it's an opportunity to market fresh produce in a timely and targeted manner instead of using blanket posters. This is exactly where the Munich-based company ScreenWay connects the hardware in the store with merchandise management, apps and, in the future, IoT data. So that the screen becomes a situational co-pilot.

The benefit of this networking is not the technology, but the relief. The market takes the planning, calculating and combining off the shopper's hands. Discreetly, in the background, coordinated with what is already available at home. For retailers, this is the answer to stagnating margins and a growing awareness of the value of food. And for the customer, Wednesday evening becomes a lentil curry, because the display at the entrance is a friendly reminder that the lentils have been waiting weeks for their appearance. The supermarket of the future doesn't cook for itself, but it thinks for itself. And sometimes that is the most valuable ingredient in a good meal.