

Two Supers Embrace Reusable Bags

NEW YORK — Stop & Shop Supermarket Co., its Giant Food division and A&P have announced that they will start offering shoppers reusable bags.

Each retailer will sell the bags for 99 cents apiece.

A&P, which is offering its bags in four different designs, says it will donate part of the proceeds

from the sale of the bags to the Elizabeth Haub Foundation, which is involved in environmental causes around the world.

The supermarket chains and the makers of the bags say the use of reusable bags can help retailers reduce their costs.

“Food stores assume a lion’s share of the \$4 billion spent on

bags each year by retailers nationwide,” says Stanley Joffe, cofounder and president of Earthwise Bag Co., which is supplying Stop & Shop and Giant with its reusable bags. “And as bags become even less durable, holding an average of only three items, the growing need for double bagging will just create more costs.”