

Colruyt Group unveils a brand-new scheme: families who train at Jims build up credit towards their fruit and veg at Colruyt

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With the new Move & Save membership, Colruyt Meilleurs Prix and Jims combine physical activity and healthy eating in a single integrated package. For €14.99 a week, a family of up to three people can train as often as they like at Jims. If the family completes three training sessions during the week, they will receive €5 in Xtra shopping credit to spend on fresh fruit and vegetables. The scheme will launch on 15 September at Jims clubs in Ghent Rooigem, Hasselt and Nivelles, and the credit will be valid in all Colruyt stores. With this first-of-its-kind initiative in the Belgian retail landscape, Colruyt Group is confirming its ambition to continue growing as a food & health retailer.

Exercise makes you healthier. So does eating better. And it is by combining the two that you reap the greatest benefits. Yet this is precisely where Belgium falls short. Figures from Sciensano show that only 7 per cent of adults eat enough vegetables* and that barely 19 per cent of young people get enough physical activity**. Scientific research shows, however, that exercise has a powerful spillover effect on eating habits: when people exercise more, they naturally tend to eat more healthily.

Move & Save combines these findings into a single scheme, where physical effort is directly rewarded at the checkout. This makes it easier to adopt a healthier lifestyle, whilst reducing the amount spent on groceries.

For a family of three, Move & Save works out at 5 euros per person per week. Does the family complete three training sessions in the same week? They immediately get 5 euros back to spend on fresh produce. And this happens every week. For active families, the saving can amount to as much as 260 euros a year on fresh fruit and vegetables.

So do you have to go to the gym three times a week? No. The family can spread the three training sessions however they like. Once for mum, twice for the son, or three times for the same person: the result is the same. It's a conscious choice, because we last longer when we're together than when we're on our own. Membership is available from the age of 14, provided there is at least one adult aged 25 or over. Everyone trains at their own level and works on their functional strength. *"This is an area we're deliberately focusing on,"* explains **Pieterjan Nuiten, head of Move & Save**. *"A squat at the gym isn't an end in itself for us. It's the strength you need to lift shopping bags into your boot, carry a child or climb the stairs without even thinking about it. That's what you'll still want to be able to do when you're fifty."*

At Colruyt, freshness is no mere detail. Each store has, on average, 250 m² of refrigerated fresh produce, where vegetables, fruit, potatoes, fish, meat and dairy products are brought together in a large chilled area, sometimes divided into two sections. This is where you'll find the fresh produce at the lowest prices. Using your shopping credit here is the best way to make the most of the effort you put in at the gym.

The secret behind Move & Save? A synergy between the Colruyt Group's brands that no other retailer in Belgium can currently offer. Jims provides the sporting motivation, Colruyt supplies the healthy food, and Xtra brings the two together at the checkout. Each brand does what it does best,

but together they create added value that a single brand could never offer, with a direct reward where it counts: the shopping basket. The launch is taking place with Colruyt, with the aim of subsequently extending Move & Save to the group's other food retailers. In this way, Colruyt Group is demonstrating that its 'Food & Health' ecosystem works perfectly in practice.

*"A network of brands only truly gains value when you build solutions that are greater than the sum of their parts," says **Pieterjan Nuijten**. "With Move & Save, we're combining the strengths of Jims, Colruyt and Xtra. Jims motivates the whole family to get active, Colruyt provides fresh produce at a discount, and Xtra links the benefit directly to the shopping basket. The result? Families are getting more active, eating more healthily and saving money. Taking on this pioneering role – as the first in Belgium to do so – makes me extremely proud."*

How Move & Save works

** Eating habits in Belgium: a persistent gap between actual behaviour and current recommendations. (2025). [sciensano.be](https://www.sciensano.be).*

*** In Belgium, fewer and fewer young people are meeting the recommendations for physical activity. (2024). [sciensano.be](https://www.sciensano.be).*

<https://press.colruytgroup.com/colruyt-group-unveils-a-brand-new-scheme-families-who-train-at-jims-build-up-credit-towards-their-fruit-and-veg-at-colruyt>