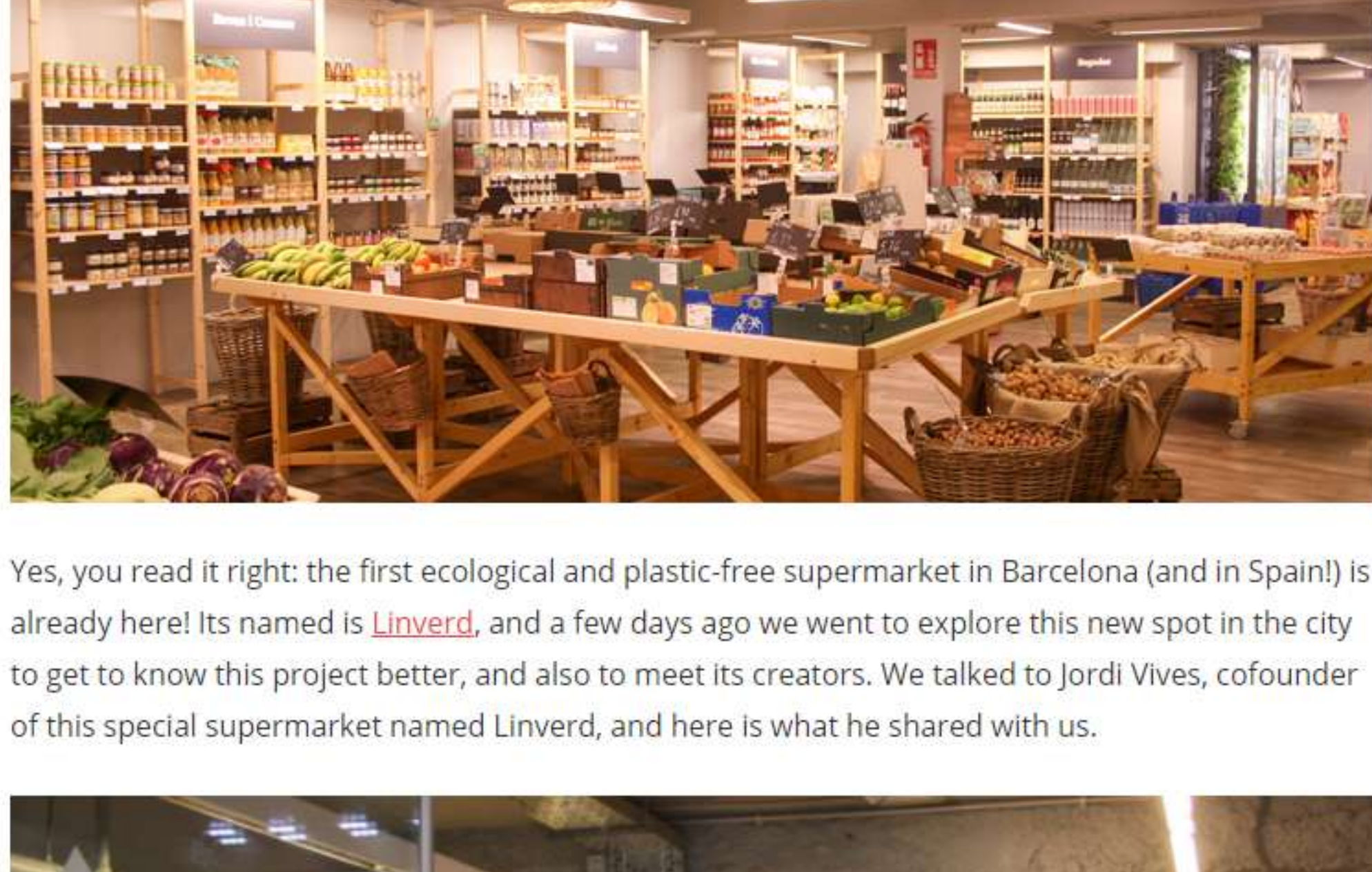
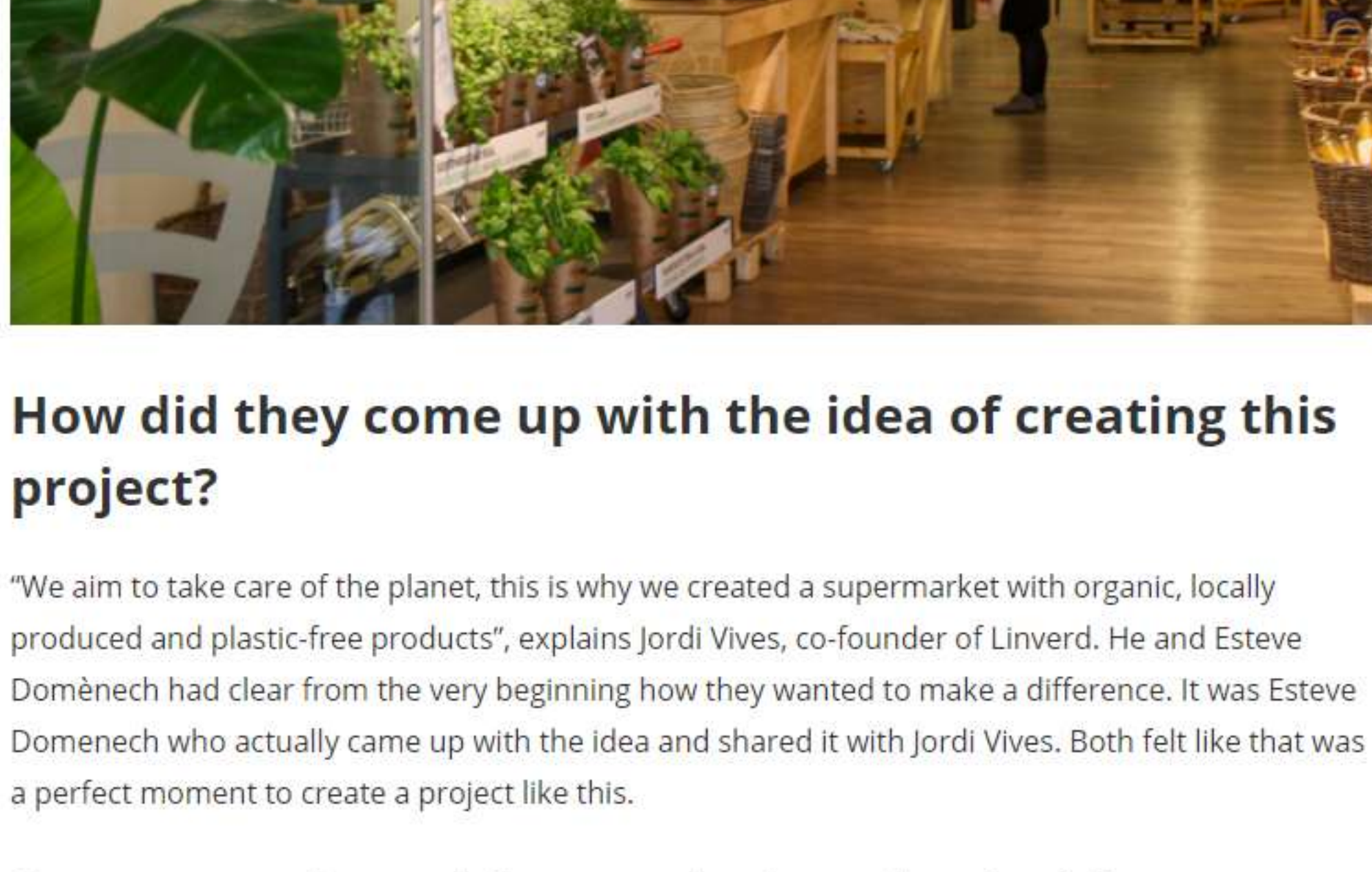


## FIRST ORGANIC AND PLASTIC-FREE SUPERMARKET IN BARCELONA

May 10, 2021 Americans in Barcelona City stories



Yes, you read it right: the first ecological and plastic-free supermarket in Barcelona (and in Spain!) is already here! Its named is [Linverd](#), and a few days ago we went to explore this new spot in the city to get to know this project better, and also to meet its creators. We talked to Jordi Vives, cofounder of this special supermarket named Linverd, and here is what he shared with us.

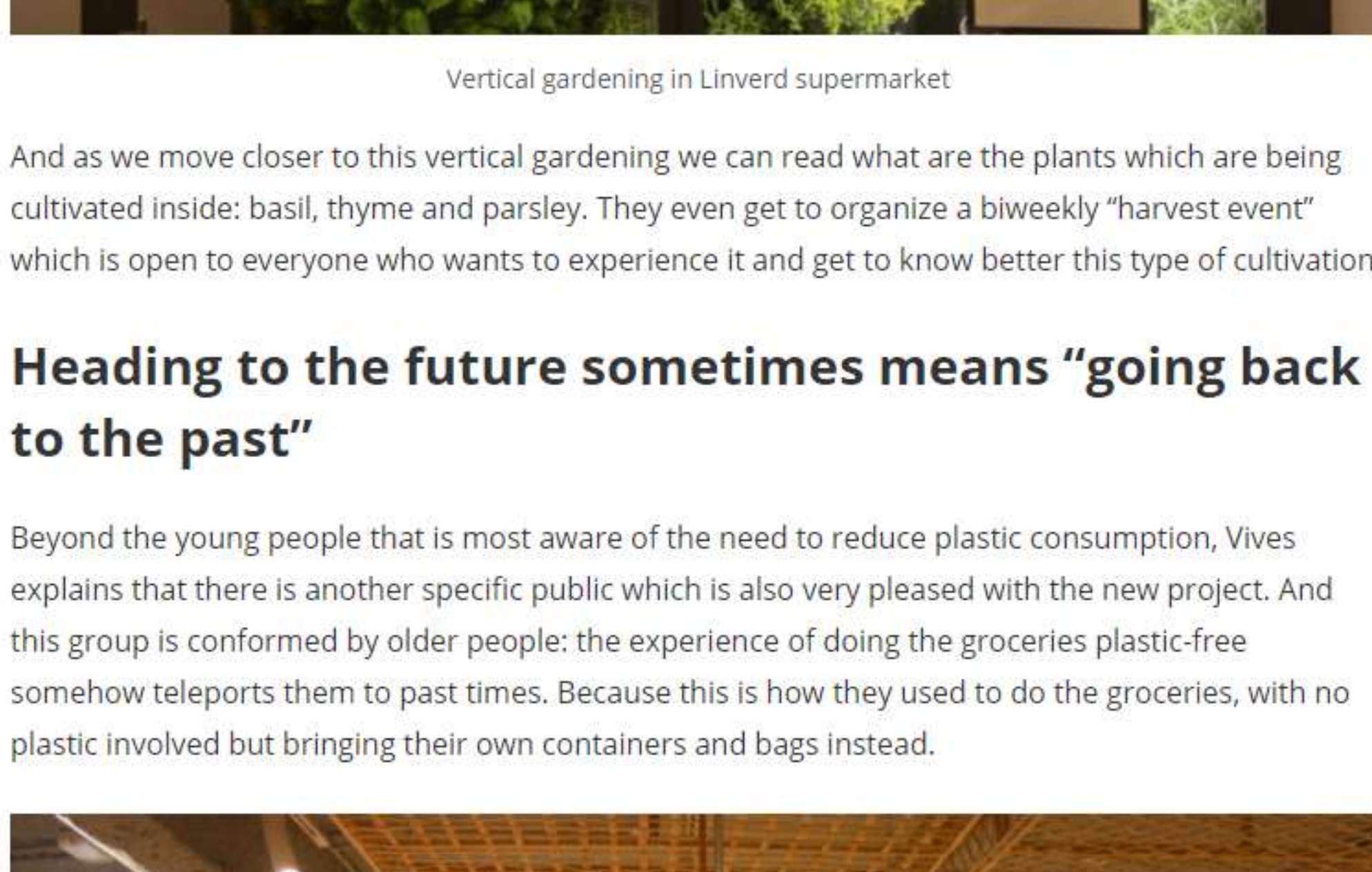


### How did they come up with the idea of creating this project?

"We aim to take care of the planet, this is why we created a supermarket with organic, locally produced and plastic-free products", explains Jordi Vives, co-founder of Linverd. He and Esteve Domènech had clear from the very beginning how they wanted to make a difference. It was Esteve Domenech who actually came up with the idea and shared it with Jordi Vives. Both felt like that was a perfect moment to create a project like this.

### A supermarket with a vertical garden inside

One of the first things that catches your attention when you enter this supermarket, it is the big glass container which actually has plants inside. As soon as you get closer, you see what it is exactly: a vertical garden. As Vives explains, with this symbolic space they want to show how it is possible to produce these types of products without chemicals and using the same water. Because actually this vertical garden is provided with a system which recycles the water three times a day. And since it is a closed space, there is no need to use chemicals.

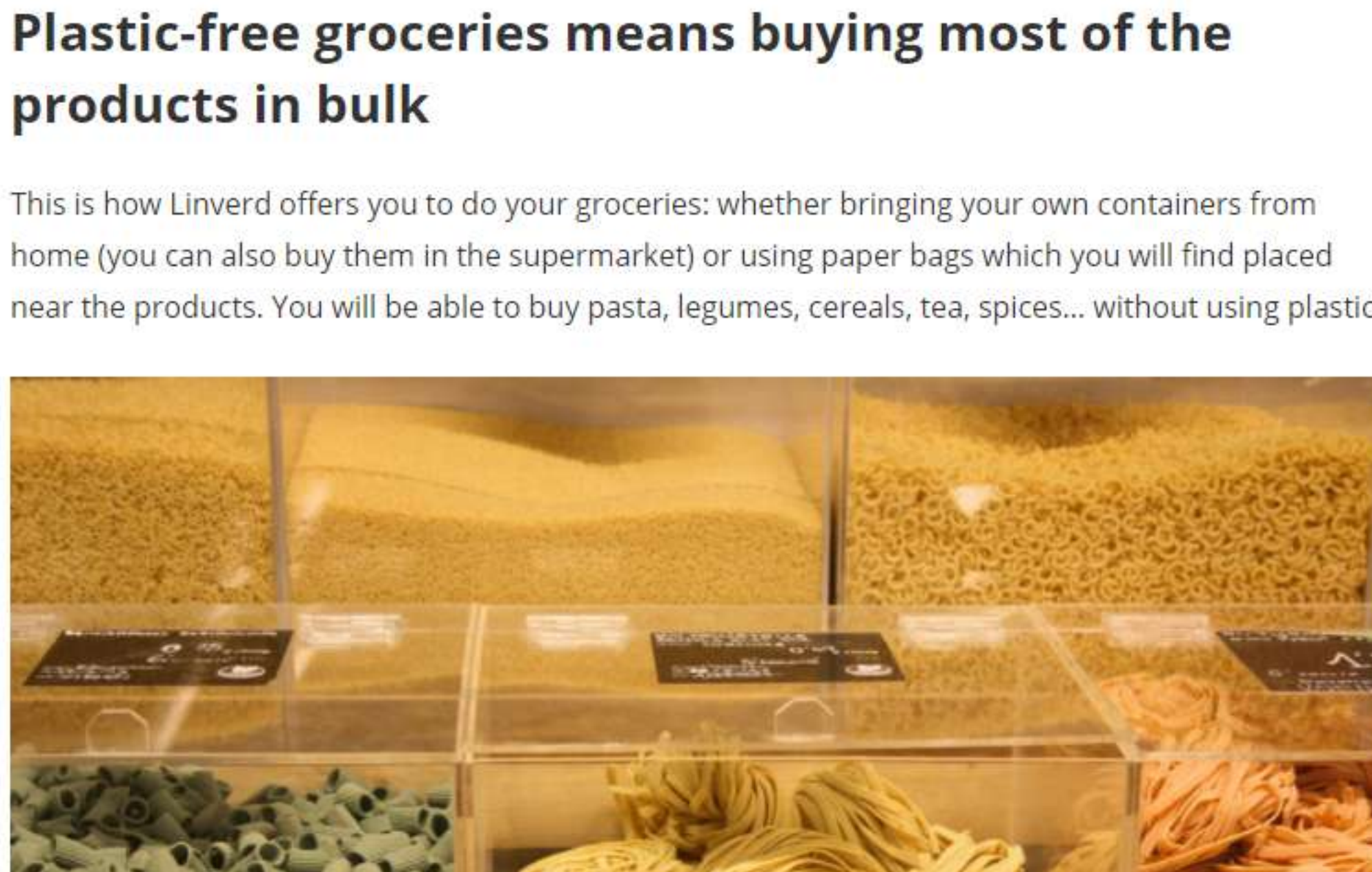


Vertical gardening in Linverd supermarket

And as we move closer to this vertical gardening we can read what are the plants which are being cultivated inside: basil, thyme and parsley. They even get to organize a biweekly "harvest event" which is open to everyone who wants to experience it and get to know better this type of cultivation.

### Heading to the future sometimes means "going back to the past"

Beyond the young people that is most aware of the need to reduce plastic consumption, Vives explains that there is another specific public which is also very pleased with the new project. And this group is conformed by older people: the experience of doing the groceries plastic-free somehow teleports them to past times. Because this is how they used to do the groceries, with no plastic involved but bringing their own containers and bags instead.



Locally produced and organic food

Jordi Vives illustrates that experience of going back to the past with an anecdote: "Every Saturday at around 9am, a mother and his son come to do the groceries and they bring their own glass containers from home. They spend time here shopping, and have everything super organized". So *doing the groceries* becomes more than pulling a shopping cart between aisles: it is a beautiful experience that gets to come together different generations.

### Plastic-free groceries means buying most of the products in bulk

This is how Linverd offers you to do your groceries: whether bringing your own containers from home (you can also buy them in the supermarket) or using paper bags which you will find placed near the products. You will be able to buy pasta, legumes, cereals, tea, spices... without using plastic:



Pasta in bulk in Linverd supermarket

Besides the bottles you bring from home to be filled with food, don't forget to bring also some glass bottles too: (in case you forget, you can also buy them at the supermarket). Because if you are a fan of AOVE or Kombucha (or both) you will be able to fill your own bottles.

### Are we ready to do our groceries in a "plastic-free" mode?

The planet is begging us to do so. And Jordi Vives is optimistic: "There is an increasing awareness about the importance of caring about the planet. So this is our bet, and we hope to slowly introduce this new way of shopping among the Barcelonians".



And you can keep reading about this other important topic: recycling in Barcelona. Here is this brief guide we wrote to understand how recycling works in Barcelona: [Recycling in Barcelona, a guide to ensure you are doing it right](#)

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