

Too Good To Go



SPAR



Certified
Corporation

FOOD WASTE IS

A MASSIVE ISSUE



1/3 OF ALL FOOD
IS BEING WASTED

ENVIRONMENTAL

Food waste stands for 8% of GHG emissions

SOCIAL

870 million people go hungry every day

ECONOMIC

Our wasted food has a worth of \$1.2 trillion

HOW IT WORKS

User and store journey



INTRODUCING

THE MAGIC BAG

CONCEPT

Magic bags made from surplus items.
Users **don't know what they'll get.**

PRICE

Contains minimum **15€ RRP**
Sold at **4.99€**



PRODUCTS

Complementary to discounting (stickers) and Charities

- Fruits and vegs
- Bread & Pastries
- Meat & fish...

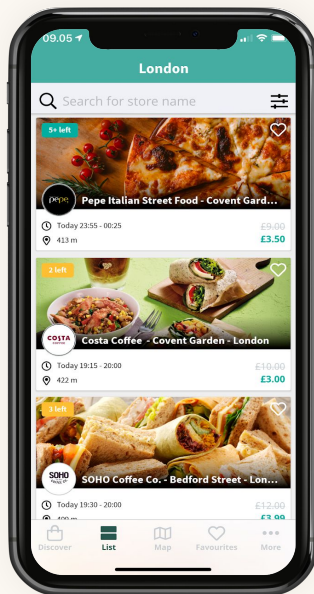
EXPIRY DATES

All food that can **legally be sold.**

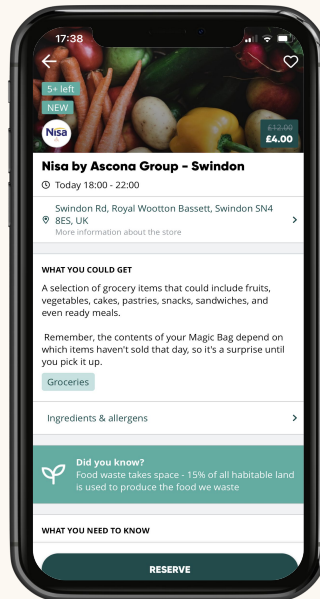
In most countries:

- **Until day 0** if "Use-by" date
- After date if "Best before" date

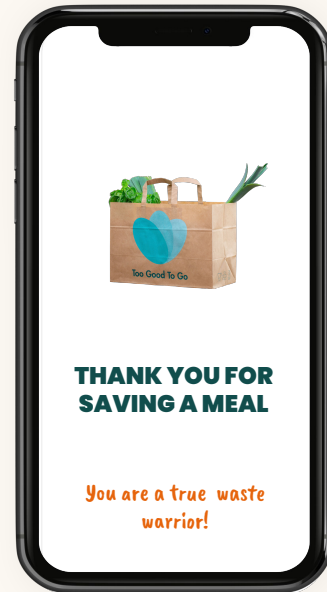
THE SIMPLE USER JOURNEY



Find a store



Reserve a bag



Pickup



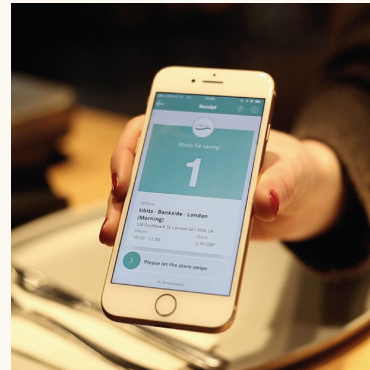
THE SIMPLE STORE JOURNEY



Remove products from shelves (and bring them in cool storage), then scan them in markdown



Prepare Magic Bags
Adjust supply on
MyStore



Have the customer swipe
their in-app receipt



Hand the Magic
Bag



GLOBAL PARTNERSHIP

ON A MISSION TO SAVE MEALS TOGETHER



SPAR PARTNERSHIP (so far!)

until October 2020 and counting

PUBLICITY

Over **1.25 million people** across **12 countries** have seen **800 SPAR** supermarkets saving food on the app.

PEOPLE

Over **200k unique customers** visited SPAR supermarkets to save surplus food. They **rated the food high, 4.3★** overall.

PROFIT

More than **480 T of food avoided the bin**. 85% of the food supplied was **SAVED**, not **WASTED!** That's **€1.3m of incremental profit!**



PLANET

So far we've saved 480,000 magic bags!
In terms of CO2e emissions, that's the equivalent of 1350 flights from London - NYC.



LOVED BY YOUR RETAILERS

“very **easy to use** and the staff have taken to it well”

Store Manager, James Hall

“**...it's simple**, it doesn't really add anymore work to my normal day...”

Store Manager, AF Blakemore

“Blakemore Retail is **dedicated to reducing its food waste** and what better way to do this than with an app that will allow our customers to get some fantastic deals.”

Chris Bacon, Operations Director at AF Blakemore

“...it's fantastic for **staff engagement...and it's a simple solution**”

Store Manager, Spar - Appleby Westward



SPAR & TGTG HAVE AGREED TO A
GLOBAL PARTNERSHIP TARGETED TO
SAVE

2 MILLION MEALS IN 2021

ACROSS

13 COUNTRIES

OPPORTUNITY WITHIN

9,000 STORES



...with the potential to save millions of meals more



PARTNERSHIP LAUNCH

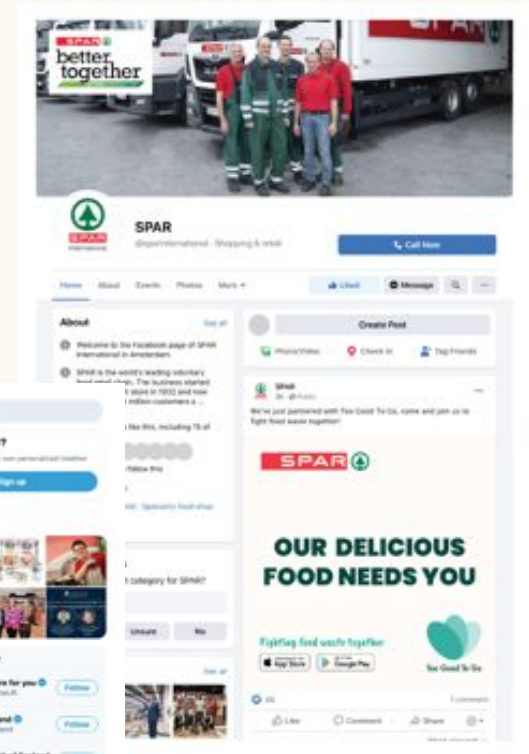
ONBOARDING PROCESS



LAUNCH

NOV 2020

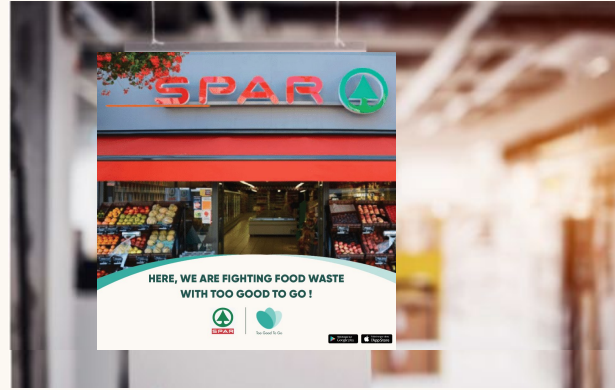
- Partnership announcements
- Intro meetings
- Press Releases



COUNTRY ROLL-OUT

DEC 2020 - JAN 2021

- Rollout planning
- Training
- In store material



SPAR 

SAVE OUR FOOD ON TOO GOOD TO GO

This is how you take part in the anti-waste movement with SPAR | Too Good To Go

1. Download the Too Good To Go App & create an account
2. Check your nearest SPAR store for current offers
3. Purchase one of SPAR's magic bags for a largely discounted price
4. Pick up at specified time
5. Enjoy a whole bag of surplus products

You successfully saved a meal with SPAR | Too Good To Go

 **Too Good To Go**

Save a meal today
DOWNLOAD TOO GOOD TO GO



Download on the  

Or just scan me with your phone

SPAR  |  Too Good To Go

WE'RE FIGHTING FOOD WASTE TOGETHER

SPAR is partnering with Too Good To Go to reduce food waste and contribute to a healthier planet. But this is a collective responsibility and we can't do this without you - Download the Too Good To Go app now to join the movement.



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ROLL-OUT PLAN

FOR PARTNERS



*The plan will be adapted to local specificities, depending mainly on how stores are operated (centrally-owned or franchised).

It's as simple as that.



GET IN TOUCH WITH THE PROJECT TEAM



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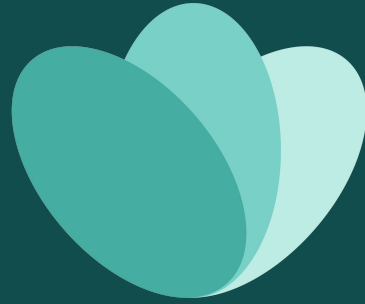


Amaury Gagnon

TGTG Global Account Manager

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If you are a store owner, you can directly register on our website: <https://toogoodtogo.com/en-us/business>



THANK YOU