



How We Fight Food Waste



By Zach Shaben, Global Public Affairs Manager - Canada

MORE THAN 40% OF ALL FOOD IS BEING WASTED

We can work together to change this



Environmental

Food waste accounts for 10% of all human-caused greenhouse gas emissions worldwide



Social

828 million people are affected by hunger every day



Economic

Globally, the cost of food waste is about \$1.1 trillion dollars each year

OUR VISION

WE DREAM OF
A PLANET WITH
**no food
waste** 





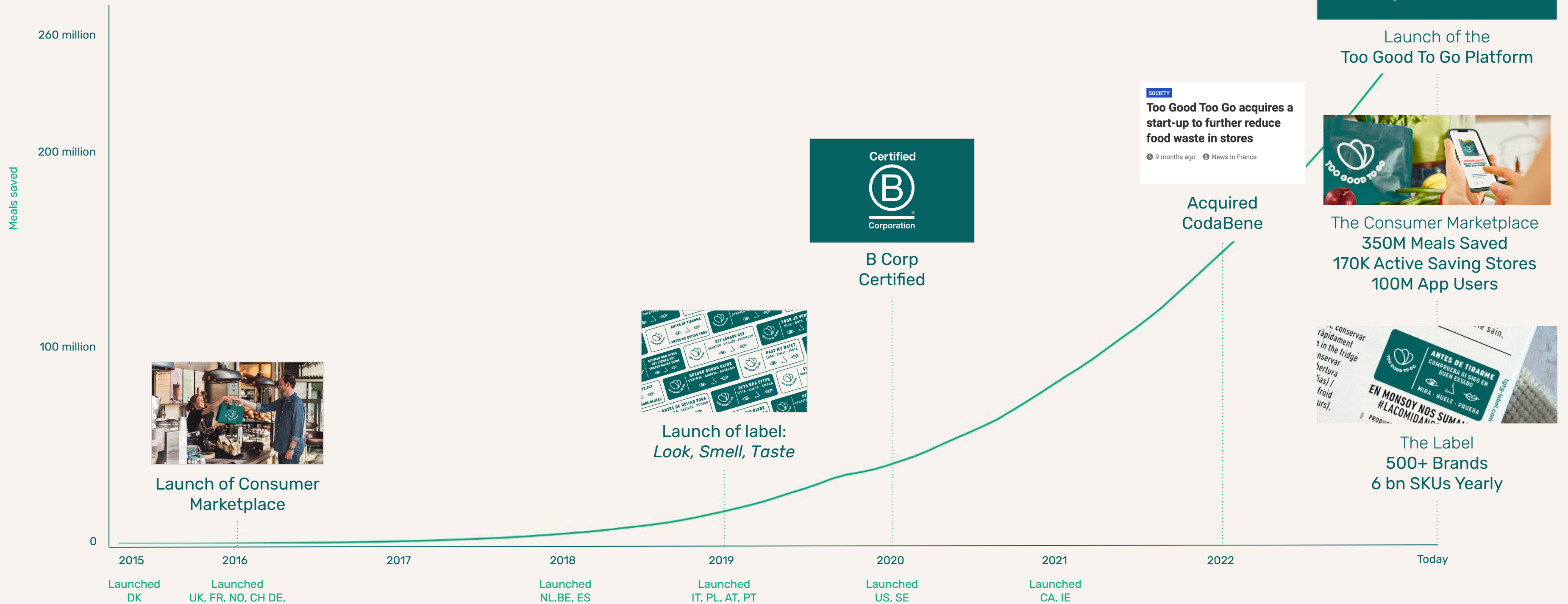
OUR MISSION

INSPIRE AND
EMPOWER
everyone 
TO FIGHT
FOOD WASTE
together

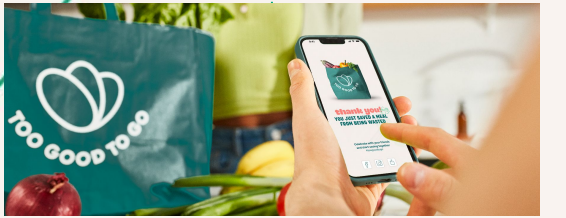




WE SCALED TO HELP PARTNERS SAVE MORE FOOD FROM GOING TO WASTE



Launch of the Too Good To Go Platform



The Consumer Marketplace
350M Meals Saved
170K Active Saving Stores
100M App Users



The Label
500+ Brands
6 bn SKUs Yearly



THE WORLD'S LARGEST B2C MARKETPLACE FOR SURPLUS FOOD

Saving food from going to waste in 19 markets

SOME OF OUR PARTNERS

metro

EAT ALY



Longo's



est. 1954
SUMMERHILL
MARKET



OUR GLOBAL IMPACT OVERALL

MEALS SAVED
+300 M

REGISTERED USERS
+90 M

ACTIVE SAVING STORES
+155,000

CA IMPACT

MEALS SAVED
+6.3 M

REGISTERED USERS
+2.9 M

SAVING STORES
+12,000

Saving
4 meals
every
second



CANADA LAUNCHED 3 YEARS AGO

to combat the 60% of food produced for Canadians that's lost or wasted annually¹

PASSIONATE TEAM OF 50 WORKING WITH STORES COAST-TO-COAST



25+ CITIES



SIGNIFICANT IMPACT ACROSS CANADA AT A GLANCE



+2.5 M
Reg user



+10 K
Marketplace Stores



+5 M
Meals saved



+13 M
Kg CO2e avoided

TOP 5 FOOD & BEVERAGE APP ON iOS

#1



Tim Hortons

#2



McDonald's

#3



Uber Eats

#4



DoorDash

#5



Too Good To Go

#6

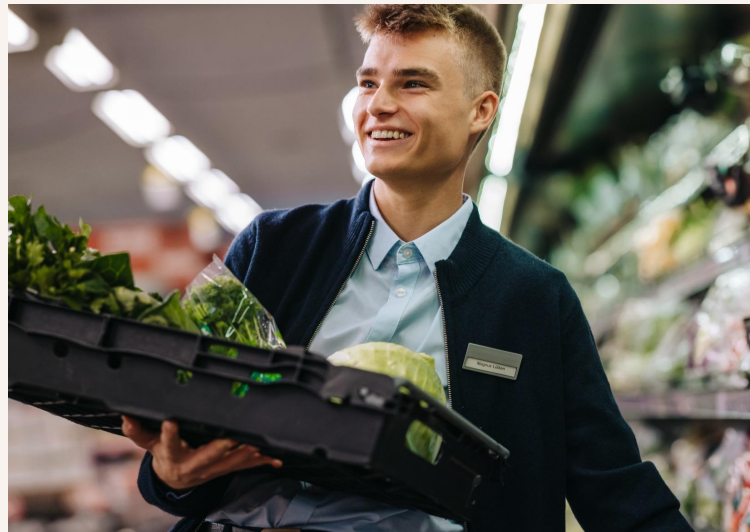


Starbucks

²The Avoidable Crisis of Food Waste, [Second Harvest](#)



WE WORK WITH THE WORLD'S LEADING FOOD DISTRIBUTORS ACROSS 4 VERTICALS



>87K STORES

Food Retail
(Grocery, Gas Stations,
Rapid Delivery)



>109K OUTLETS

Food Service
(Quick Service Restaurants,
Bakeries, Coffeehouses, á la Carte,
Buffet)



>8K LOCATIONS

Catering
(Hotels, Canteens, Events)



>3K BUSINESSES

Wholesale and
Manufacturing





LET US SHOW YOU THE SURPRISE BAG

Too Good To Go users purchase Surprise Bags filled with a mix of surplus food items.

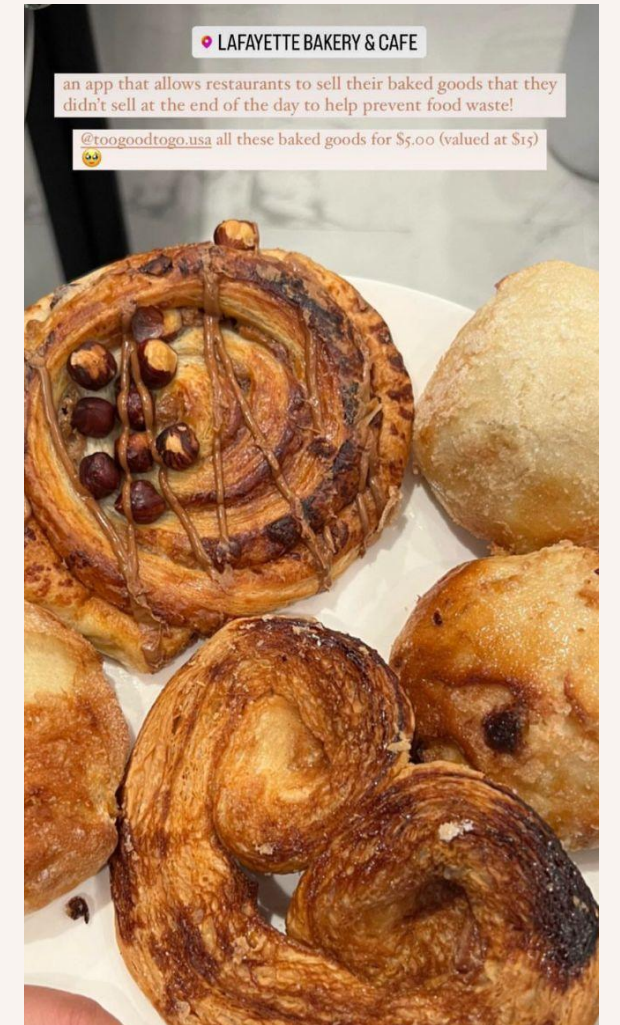
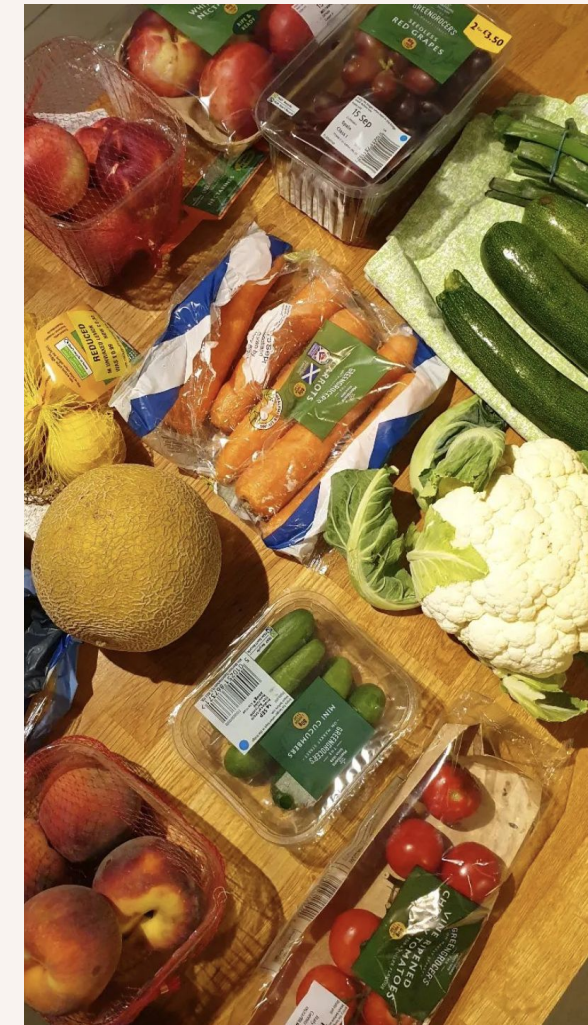
We know that food waste varies on a day-to-day basis, so this is our way of making sure retailers have the flexibility to sell genuine surplus - whatever that ends up being.

Surprise Bags are sold at a reduced price of the contents' original retail value, determined by the bag's sales performance.

On average, these bags are typically priced at approximately 25 to 50% of the original retail value.



THE SURPRISE BAG IN ACTION



Thousands of users rescue Surprise Bags through our marketplace app every day. Many share their experiences on social media, helping to spread awareness of brands who are making a positive impact.



BY SAVING ONE SURPRISE BAG

At an average weight of 1 kg of food

We avoid



2.7 kg
CO₂e



2.8 m²
of land use per year

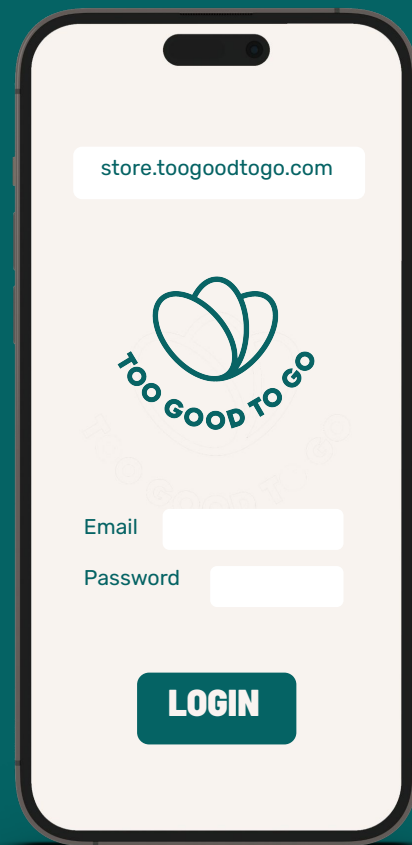


810 litres
of unnecessary water use



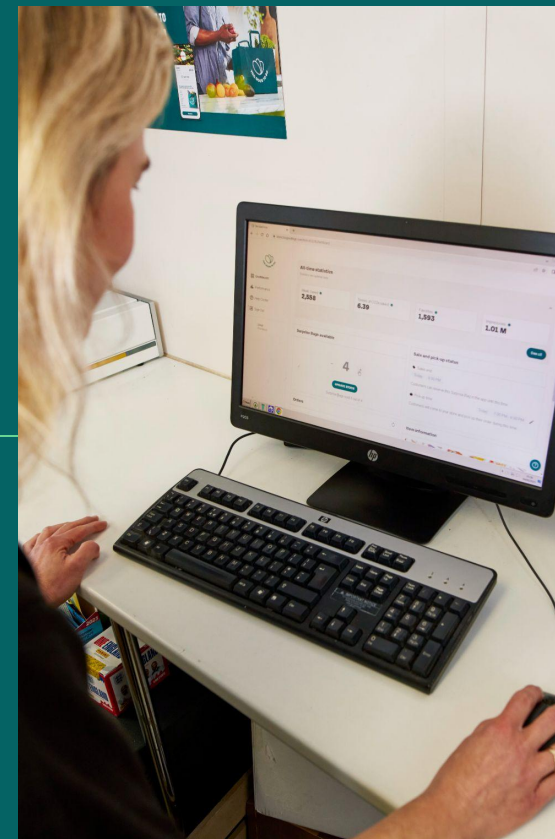
How Too Good To Go works

THE STORE JOURNEY



1. LOGIN TO MYSTORE

We set each store up with their own online account. It's easy for partners to access from mobile, tablet or desktop.



2. SET SUPPLY

Typical supply is put up for sale as default. The store can adjust it up or down according to the daily leftovers.



3. PREPARE THE BAGS

At the end of the day, the store reviews the surplus food and packs the Surprise Bag.



4. GET READY FOR PICKUP

At the store, the user shows the receipt on the app and receives a Surprise Bag of surplus food.

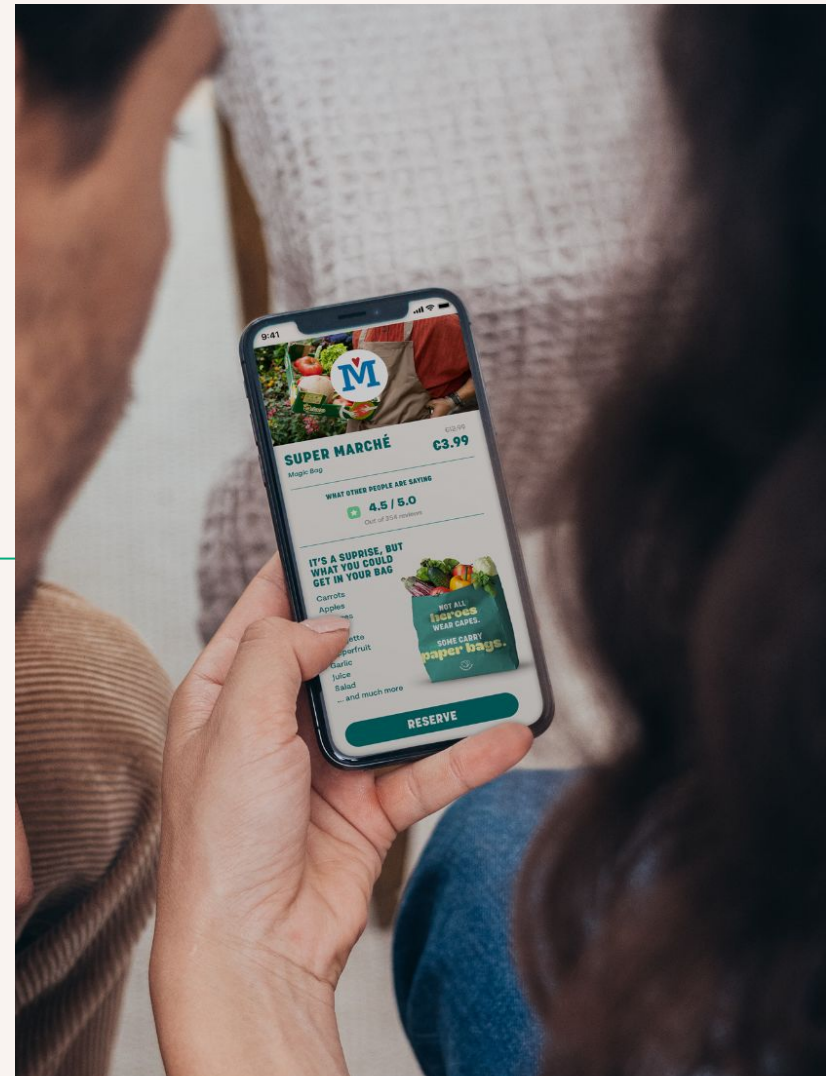
The partner receives payment automatically at the end of each payment cycle.



WE'VE MADE IT EASY FOR USERS TO BUY A SURPRISE BAG



They search our Consumer Marketplace app for stores nearby that have surplus food available



Users select a store, reserve a Surprise Bag, and pre-pay within the app



Customer arrives within the pick-up window the store sets, shows their in-app receipt and receives their Surprise Bag





Great for the

Planet

Good for Business and Users



BUSINESSES CAN TURN UNSOLD FOOD INTO OPPORTUNITY



Find new customers

76% of Too Good To Go users return as regulars



Earn extra income

Get money for food that would otherwise be thrown away.



Reduce your waste

Saving one Too Good To Go bag saves the same CO₂e produced as charging 320 smartphones.





**OUR USERS CELEBRATE
THE BUSINESSES THAT
SAVE FOOD WITH US**

CUSTOMER RELEVANCE

96% of customers **find it important to see a store reducing food waste**

INCREASED SENTIMENT

78% of customers **feel more positive about your store after using Too Good To Go**

BRAND PREFERENCE

83% of customers **will choose to shop at your store** because of your sustainability efforts



BECAUSE OUR WIN-WIN-WIN MODEL IS GOOD FOR **EVERYONE**

Saving
4 meals every
second

PEOPLE



Great value of great food
Discovery of new brands
Simple and easy to use

PLANET



Food waste reduction
CO2e, water usage and landfill
avoided

PARTNERS



Generate incremental revenue
Increase store traffic
Improve employee value prop

In **2023** alone, we saved 121,686,720 meals. Saving so many meals has meant avoiding nearly 100 billion litres of unnecessary water being used *and* 328,554 tonnes CO2e from entering the Earth's atmosphere. That's the equivalent of over 57,000 passengers flown around the world



DO YOU HAVE
ANY  **questions?**

Ask away and we shall do our best to answer!



thank you 

Zach Shaben

Global Public Affairs Manager - US

zshaben@toogoodtogo.com

248-229-7212

toogoodtogo.com