



# IMPACT ACROSS THE FOOD SUPPLY CHAIN

**EU Platform Food Loss & Waste**

**7 November 2024**

OUR VISION

# WE **dream** OF A PLANET WITH NO FOOD WASTE

We work everyday towards making  
a real-world difference







## OUR MISSION

INSPIRE AND  
EMPOWER  
**everyone**   
TO FIGHT  
FOOD WASTE  
**together**





# TOO GOOD TO GO IS THE WORLD'S LARGEST B2C MARKETPLACE FOR SURPLUS FOOD

Synonymous with the fight against food waste

MEALS SAVED  
**+380.000.000**

MARKETS  
**19**

REGISTERED USERS  
**+100.000.000**

OUR TEAM  
**+1.300**

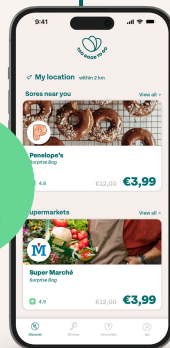
SAVING STORES  
**+175.000**

CO2e AVOIDED  
**+1.000.000T**

## SOME OF OUR PARTNERS

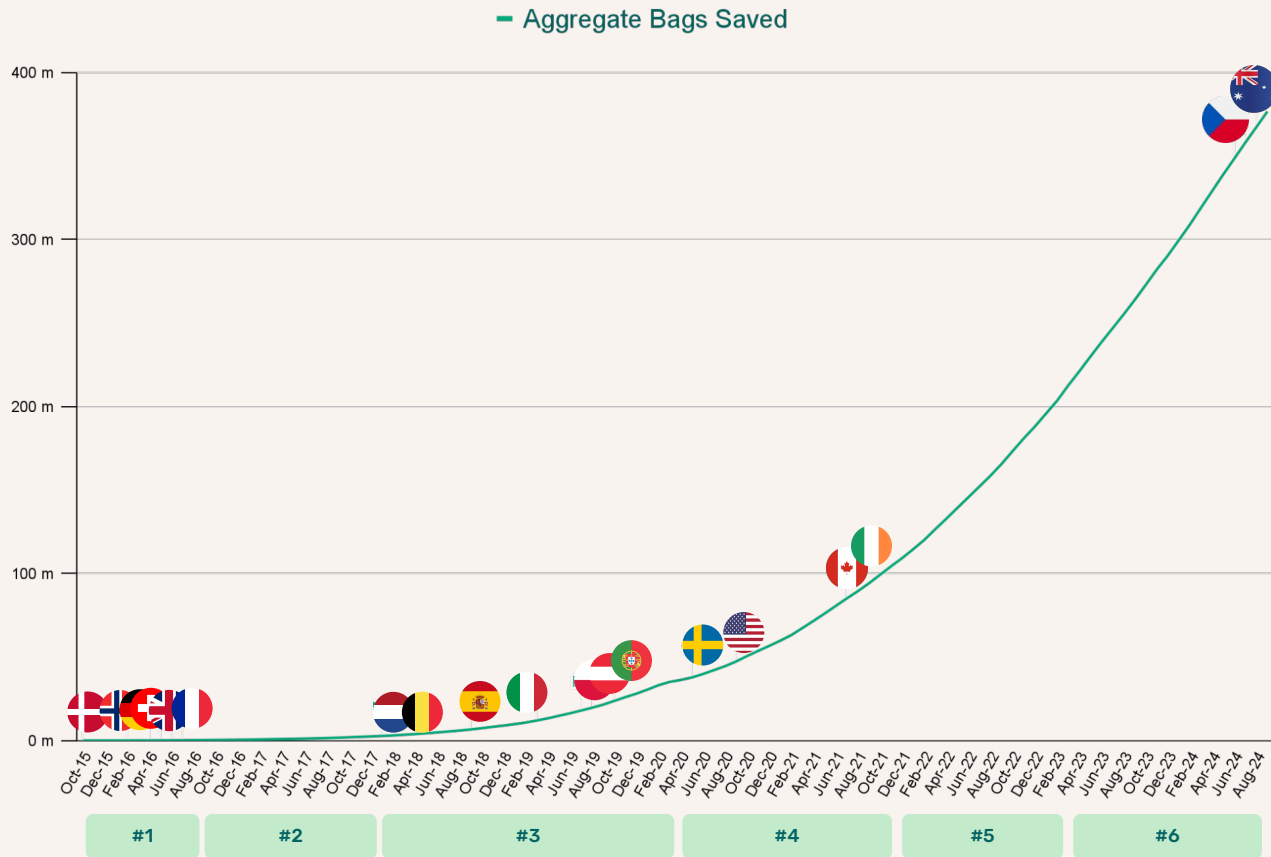


Saving  
4 meals  
every  
second





# TGTG Growth journey



## 6 PHASES OF GROWTH

#1

Proving the concept

#2

Building the foundation

#3

Expanding fast

#4

Fighting food waste during Covid

#5

Growing efficiently

#6

Impact at scale



# THE SURPRISE BAG

Flexible and simple for food stores

Surprising and value for money for consumers

Good for the planet



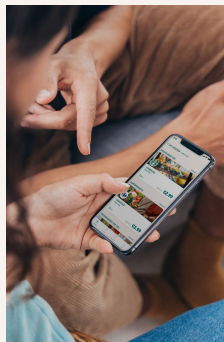


# WITH SURPRISE BAGS, WE MAKE IT EASY FOR FOOD STORES TO SAVE FOOD WHILE REDUCING COSTS AND DRIVING SUSTAINABILITY TARGETS

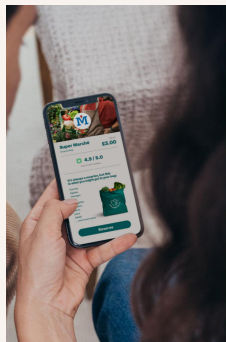
CONSUMER EXPERIENCE

**+350K**  
MEALS SAVED DAILY

STORE EXPERIENCE



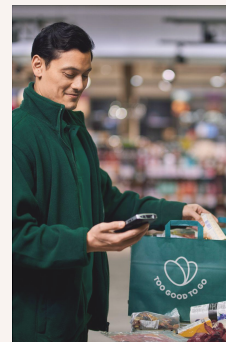
1. FIND A MEAL



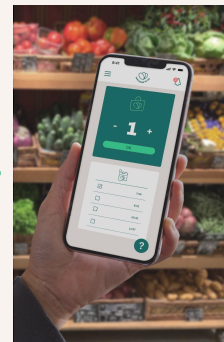
2. RESERVE



3. PICKUP



2. PREPARE BAGS



1. SET SUPPLY





# BY SAVING ONE SURPRISE BAG

At an average weight of 1 kg of food

We avoid



**2.7KG**  
CO<sub>2</sub>e

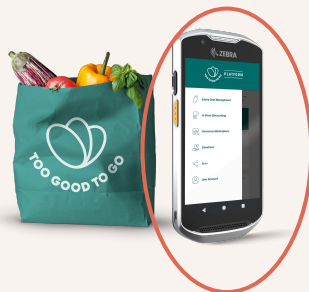


**2.8 m<sup>2</sup>**  
of land use per year



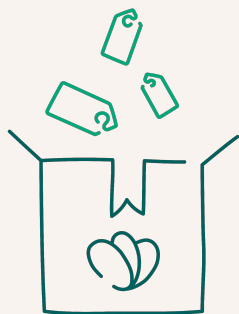
**810 L**  
of unnecessary water  
use

# REDUCING WASTE ACROSS THE VALUE CHAIN





# TOO GOOD TO GO PARCELS



BRANDED



THEMED



SURPRISE



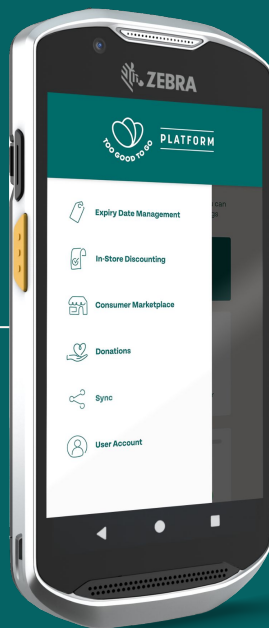




# THE END-TO-END SOLUTION TO HELP RETAILERS MANAGE SURPLUS FOOD



PLATFORM



Track

EXPIRY DATE  
MANAGEMENT



Optimise

RECOMMENDATIONS

Distribute



IN-STORE  
DISCOUNTING



CONSUMER  
MARKETPLACE



DONATIONS



# LOOK, SMELL, TASTE, DON'T WASTE

Driving behavioural change on date labels  
to reduce food waste in homes



tytg-label.com

## WHY?

**50% of consumers**  
don't know the  
difference between  
'Best Before' and 'Use  
By' date labels.

## HOW?

We work with brands to  
switch from 'Use By'  
dates to 'Best Before'  
when appropriate and  
adding the '**Look,  
Smell, Taste**' message  
on pack.

## WHAT?

Work with more than  
**500 brands**, more  
than **5,000 SKUs**  
and **printed over  
6bn** times in 13  
countries in 2023.

# EXPIRY DATES ON PACKAGING ARE RESPONSIBLE FOR FOOD WASTE



Of food waste in EU happens at household level\*



Of consumers don't know what a 'Best Before' date means\*\*



Of food waste in households is due to date labelling confusion\*\*\*

\*Eurostat, 2024

\*\*Flash Eurobarometer 425, 2015

\*\*\*European Commission, 2018





# ENCOURAGING PEOPLE TO TRUST THEIR SENSES

Our *'Look-Smell-Taste'* initiative

Preventing the **waste of food and drinks** that are still edible  
at household level by encouraging consumers  
to *'Look-Smell-Taste'* before they waste.

We work with brands to add the label to their **'Best Before date'** products.  
And jointly communicate on the initiative.



tgtylabel.com





# A GLOBAL INITIATIVE RUNNING IN 15 COUNTRIES

## SOME OF OUR PARTNERS

Actimel



Nesquik



ADDED TO  
**7000+ SKU's**

TOGETHER WITH  
**500+ BRANDS**

PRINTED OVER  
**7b TIMES**  
ANNUALLY



too-good-to-go.com







# IMPACT OF THE LABEL ON CONSUMERS

All markets

- **31% recognise** the label (have seen it before).
- **74% report intention to use their senses more** to check if a product past its 'Best Before date' is still good to eat, after seeing the label.
- **44% are more likely to buy a product** if the producer is actively fighting food waste.



# thank you!

**Christophe Diercxsens**

*Public Affairs Director*

