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Christoph Müller-Dechent
Founding CEO of FoodLoop, Inc.

3 Years Professional Experience in Media Production

Worked for E-Commerce Pioneer Michael Gleissner at *Bigfoot Entertainment*

2 Degrees in Media Management

FoodLoop is a B2B2C-Communication platform business with an emphasis on IT-Integration, Multi-Touchpoint Management, Sustainable Lifestyle branding and giving back to society;

Food Retailer POS (Point Of Sale) –Integration & store process optimization on the B2B end;

Positioning as lifestyle loyalty brand to boost customer loyalty leading to bigger baskets, higher frequencies and so far up to 50% reduction of avoidable food waste plus approx 8% new customers on the B2C end;

Improved Triple-Bottom-Line:
Consumers + Retailers + Sustainability;

Know Your Dates!

"USE BY" ≠ "BEST BEFORE"

informs you about FOOD SAFETY

informs you about FOOD QUALITY

USE BY: 4 Oct 2016

BEST BEFORE: 4 Oct 2016

Mind the date!
Food can be **eaten up UP UNTIL THE END of this date** but not after, even if it looks and smells fine

Judge for yourself!
Food can be **eaten AFTER this date** but it may no longer be at its best quality

Source: EU October 2015,
Based on research of Cornell University/USA, May 2015

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What do consumers think?

Europeans think that "use by" means:

The food **can be consumed after** this date but it may no longer be at its best
28%

Don't know
1%

None of these
3%

The food will be safe to eat up to this date but **should not be eaten past this date** ✓
40%

It depends on the type of food
28%
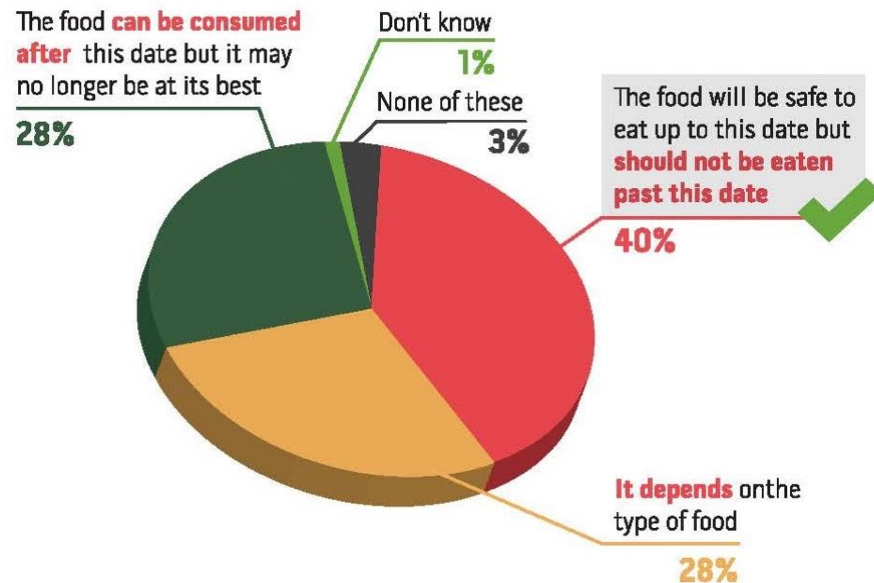
Europeans think that "best before" means:

None of these
3%

Don't know
1%

The food will be safe to eat up to this date but **should not be eaten past this date**
24%

The food **can be consumed after** this date but it may no longer be at its best quality ✓
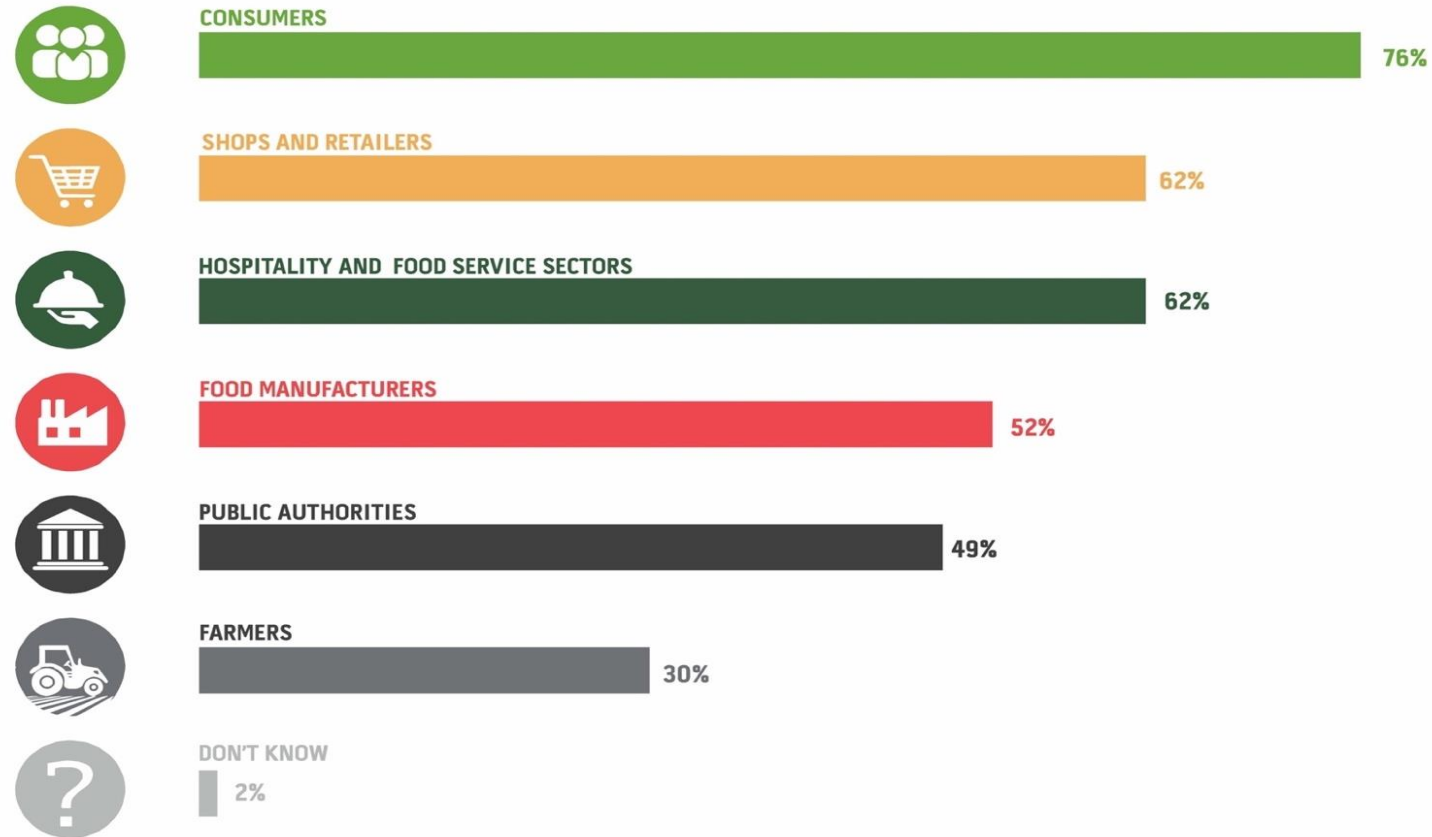**47%**

It depends on the type of food
25%
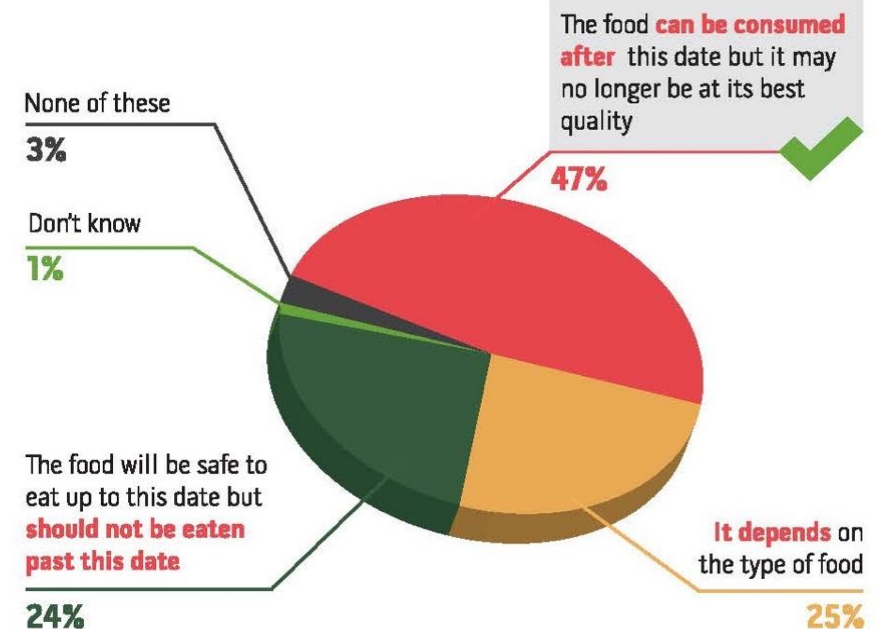
At household level, it is estimated that up to **⅓ of food waste** is linked to **DATE LABELLING on food products**

Source: EU October 2015,
Based on research of Cornell University/USA, May 2015

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Consumers know about their role

In Europe about **100 M TONNES** of food are wasted annually

According to EU citizens, which of the following actors have a role to play in preventing food waste?

- **CONSUMERS** — 76%
- **SHOPS AND RETAILERS** — 62%
- **HOSPITALITY AND FOOD SERVICE SECTORS** — 62%
- **FOOD MANUFACTURERS** — 52%
- **PUBLIC AUTHORITIES** — 49%
- **FARMERS** — 30%
- **DON'T KNOW** — 2%

Source: EU October 2015,
Based on research of Cornell University/USA, May 2015

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An idea comes through

2009:
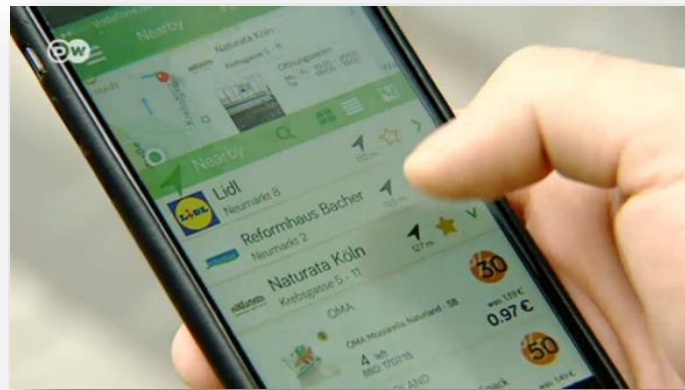**First contact with food lifecycle of a big market player**

2012: Eureka!

2014: First satisfied customer

Eample User-Experience „Killer App"

How-To video:

http://dw.com/p/1G1sb

1) Check the app at home or while on the move

2) Research and discover great deals

3) Pick up the product in the respective store

4) Receive the discount right at the check out

→ Retailer's face the challenge of considering process efficiency!

Succeeding faster by using standards

Innovative symbiosis of established technologies

(01)01234567890123
(15)151111

Digitalized and additional product information by using **GS1 DataBar**
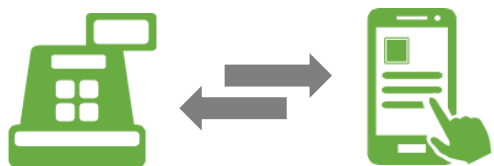
Standardized IT interfaces, ESB & CI using **Association of Retail Technology Standards (ARTS)** for safe, scalable and agile software integration.

Optimizing the supply chain through combination of own software development + innovative use of hardware: intelligent pricing labeler + webserver-based receipt printer + scanner

Innovative real-time price communication

FoodLoop Smart Services

1. Real-time „freshness discount" based on the actual store inventory

2. Digital receipts for customers

3. Personal relationship to one's shopping-sustainability by receiving feedback on the respective carbon footprint

4. Personalized discounts based on purchase history and individual preferences

5. Household planner, best before warnings, recipes based on purchases

6. Consumer-based local donations of "loops' to charities

Added value for retailers

1**. Increased visibility** through 3rd-party FoodLoop
→ Up to **10% new customers**

2. More **efficient management** of product batches
→ Save labor costs

3. Targeted and prompt sale of critical fresh inventory
→ **Less write offs and disposal costs**

4. **Genuine Sustainability improves customer loyalty**
→ Better image, higher customer frequency an receipt size

Vision – Make the most of your food

- Make value chains digital and more transparent

- Decarbonization for manufacturers, retailers and consumers

- Sustainable, reasonable consumption and indulgence

- Cherish your food again

- Triple Win: Ecological, social, economical

Commercialization
towards a circular economy -
Scale, Brand, Empower every
consumer & retailer!

...because the limits of growth are real!

#TastyWorldSaving

Save it all!

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🏠 www.FoodLoop.net

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f facebook.com/FoodLoopApp

Ways of price lookup

Scanner on shelves which shows the **exact price**

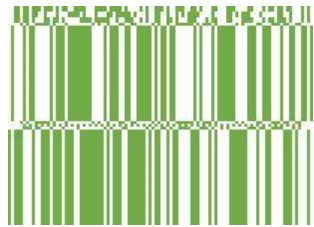# Optimizing work processes in food retail stores

1) **Create deals "on the fly" and send those to relevant customers in real-time.**

   1.1) Scan products
   Choose date + amount with retailer app
   Optional: Manually set price reduction

   1.2) Print DataBar with FoodLoop smart label

   1.3) Create deal and publish on FoodLoop platform

(01)01234567890
123(15)151111

2) **Faster checkouts, more customer service**
Clearance sales, easy discounts and a digital receipt with customer identification will be registered and transmitted to FoodLoop

LOTTE Hypermarket in South Korea (2012)

Results of pilot project with soy sprouts and milk

Source: GS1 South Korea and LOTTE
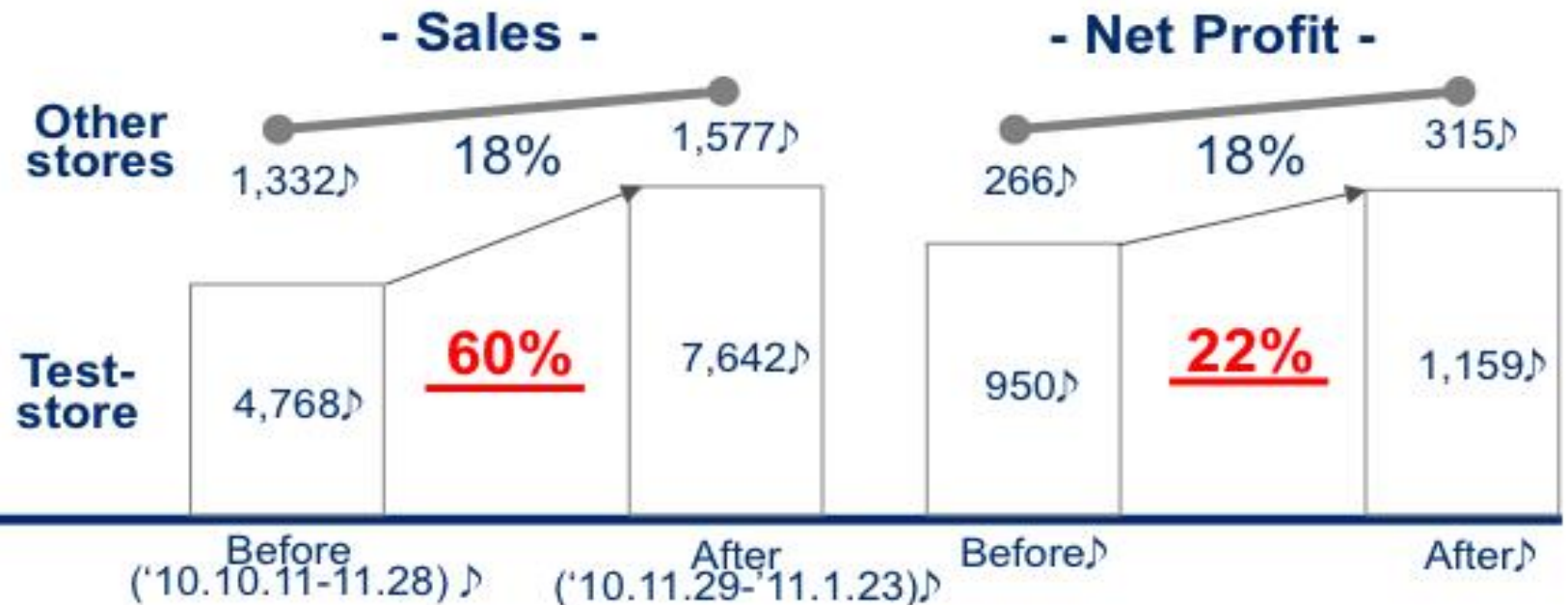
Potential savings for retailers

- **3 years Research shows that for an 'average' grocer**
  - Perishables (Fresh produce, Dairy, Deli and Breads) – are 50% - 65% of total sales
  - Average loss 6% of perishables sales, derived from combination of:
    - Discounting to meet sell-by date
    - Waste due to failure to meet sell-by date
    - Cost of disposal when wasted

Sunk Cost, already paid for, any recovery goes straight to bottom line

Example assuming perishable loss running at **6%**	
Turnover	£7,515,800,000
Operating Profit	£ 269,400,000
Perishable Turnover	£3,757,900,000
Perishable Loss @ 6%	£ 225,474,000
DSM Recovery @ 25%	£ 56,368,500
Operating Profit rises to	4.2%
21.4% Equivalent Sales Uplift needed to deliver same Operating Profit impact	

Example assuming perishable loss running at **3%**	
Turnover	£7,515,800,000
Operating Profit	£ 269,400,000
Perishable Turnover	£3,757,900,000
Perishable Loss @ 3%	£ 112,737,000
DSM Recovery @ 25%	£ 28,184,250
Operating Profit rises to	3.8%
10.7% Equivalent Sales Uplift needed to deliver same Operating Profit impact	

Source: IBM, 2011 "Perishable Waste Webinar"

An Example of OCF Consulting Services

Not us,...but still kinda cool!

FoodLoop Restaurant at the *Europa-Park*

FoodLoop cooking-utensile *by fusionbrands*

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