



PRESS RELEASE

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New surplus food takeaway service launches in Brighton

Brighton food lovers are taking advantage of the opportunity to enjoy delicious food at discounted prices thanks to a new UK anti-food waste social enterprise which launched last week.

'Too Good To Go' - a new takeaway service dedicated to cutting the amount of edible food thrown away by restaurants - launched its app and website on Wednesday 1st June and has since processed over 100 orders on behalf of its partners all over the city.

The app, which is available for free download through Apple and Android app stores now, acts as a link between eateries with excess food and customers who can place orders to collect it at a discounted price. Restaurants, portions available and prices are listed on the app and the customer then makes an order, presents a receipt at the designated pick up time and fills an eco-friendly 'Too Good To Go' biodegradable takeaway box with the food on offer.

Chris Wilson, Co-Founder of TGTG UK, said: "600,000 tonnes of food is wasted by restaurants each year, whilst it is estimated that one-third of all the food produced worldwide doesn't even make it as far as a plate. When you think about the impact of such waste on the environment, as well as the fact that over 1 million UK residents were in receipt of emergency food parcels last year, it just doesn't make sense for so much edible produce to be thrown away. We're aiming to place the lost value back onto food as something which belongs in bellies, not bins - all while helping local restaurant and businesses to thrive."

He continues: "Too Good To Go provides an easily usable interface through which restaurants and consumers can both benefit. Users have access to delicious food at more affordable prices whilst restaurants can make a profit on food they would otherwise throw in the bin. Both win, but perhaps most importantly, so does our planet. Research conducted by the United Nations has shown that if food waste were a country, it would be the world's third largest emitter of greenhouse gases. It's high time we work towards ending this."

Too Good To Go has arrived at a time when food waste is high on the agenda of both environmental and social justice issues. Nationally, 2.3 million UK children live in poverty, whilst 10,570 tonnes of food were given out to people in crisis between 2015-16 - or over one million meals. Damning facts for our environmental sustainability and food waste have also started to present themselves in mainstream discourse. For example, eating the amount of wasted produce - that is, the edible safe-to-eat food that goes to landfill each year - would equate to taking 1 in 4 cars off of the road in terms of reduced carbon dioxide emissions.

As well as cutting down waste to help the environment the TGTG team have integrated a 'Pay-It-Forward' scheme into the app, allowing users to donate meals to those in need for as little

as £1. This is already proving popular with Brighton locals who appreciate a venture of such social and environmental standing embracing their community.

Euan Sey, head of the popular Brighton restaurant Curry Leaf Cafe, is one of the first in the city to join the TGTG movement.

He said: "As a city we pride ourselves on being green, and this is a fantastic way for the hospitality industry to tackle an issue that affects us all. Every restaurateur knows the sinking feeling of throwing away unsold food at the end of service, so it's great to find a company like Too Good To Go who can make sure that the meals we put so much love into making end up where they belong, with customers."

Moshimo, Fil Fil Falafel, Real Patisserie, Day's Restaurant, Pop Pie and Eten + Drinken are just some of the other Brighton eateries also signed up to the social enterprise.

Users can join Too Good To Go on their journey to #tastenotwaste by downloading the app now.

Too Good To Go has also launched in Leeds, and has London and Manchester next in its sights with over 130 restaurants signed up so far nationwide.

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For more information, please contact Chris Wilson at Too Good To Go via email chris@toogoodtogo.co.uk or phone 03301330051.

Notes to Editors

1. Too Good To Go was Co-Founded in the UK by Christopher Wilson and Jamie Crummie. Both graduated from University of Leeds in 2014 and have gone on to pursue ventures relating to international business ethics, human rights, and social justice.
2. Restaurants currently signed up to TGTG in Brighton are: Black Mocha; Bombay Aloo; Cafe Plenty; Coffee Tree; Curry Leaf Cafe - Brighton Station Kiosk; Day's Restaurant; Fil Fil Falafel Co.; Goemon Ramen Bar; Green Tomato; Moshimo; Pavilion Gardens Cafe; Pop Pie; Stamina Juice; This Little Piggy; Hearty Appetite; Lost in Paris and Real Patisserie Bakery.