

NEWS

Connecting Food, the winning startup of the Baking the Future Challenge

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BASED IN PARIS, THE STARTUP HAS WON FIRST PRIZE FOR ITS INNOVATIVE PRODUCT TRACEABILITY TECHNOLOGY, WHICH ALLOWS CONSUMERS TO INSTANTLY CONNECT WITH THE FARMERS WHO PRODUCE THE RAW MATERIALS FOR THE PRODUCTS.



Last June, Europastry, the leading baking firm in the frozen dough sector, launched the **Baking the Future Challenge**, a pioneering innovation contest designed to revolutionise the bakery world through the latest technologies, by finding the most forward-thinking startups.

As part of its commitment to innovation, Europastry's objective is to promote disruptive projects and to become a partner of startups that want to change the rules of the game in the baking industry.

During the final of the contest which was held on the 10th of September in The Cereal, Europastry's R&D centre, the 10 selected finalists presented their projects to a jury made up of members of the company's Management Team, including Jordi Gallés, CEO; Daniel Calvo, Managing Director for Iberia, Jordi Fabregat, Director of Operations and Investment Development; and Joan Quílez, Director of Technology.

In the end, **Connecting Food** was the startup that won the first prize for its innovative technology in the field of **product traceability**. The French startup presented an ambitious proposal designed to connect consumers with farmers, using blockchain technology which instantly collects all the product's traceability information. Thanks to the Connecting Food project, Europastry will be able to promote consumer transparency through the total traceability of its products.

The other two final prizes went to the **Croustillant** and **Neareo**. The French startup **Croustillant** is one of the **leading companies in the home delivery of bakery products in the centre of Paris**. Thanks to their technology they can deliver their freshly baked products before 7am every day without having to wake their customers up. The Belgian startup, **Neareo**, specialises in providing tailor-made solutions for sales outlets using QR codes; its solution uses chatbots and **artificial intelligence** that help the user to obtain accurate information on the company's products.

Europastry will work with these two startups to offer new technological solutions to their clients that improve their shopping experience, as well as that of their consumers.

During the event, **Jordi Gallés, the CEO of Europastry**, said: "We are very satisfied with the projects that have been put forward for this first edition of the Baking the Future Challenge innovation contest. Undoubtedly, thanks to the work we will develop in association with these startups, **we are going to take the world of baking to the next level**".

Startups in **14 countries** all over the world submitted a total of **84 projects** to the first edition of the Baking the Future Challenge. These projects have focused on three areas of interest defined by Europastry: the development of new products, including new ingredients and formats in response to the new consumer model; technological solutions focused on improving the consumer experience; and technology designed to improving accessibility to bread.

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