

Welcome to Yorkshire partners with Too Good To Go to fight food waste

Welcome to Yorkshire has partnered with food app with a conscience, Too Good To Go, to fight food waste in the region.

The partnership which has launched this week, will see Welcome to Yorkshire and Too Good To Go working together to reduce food waste in the region.

Too Good To Go lets people buy surplus food and drink from pubs, restaurants, retailers and producers to stop it from going to waste. Consumers simply download the free Too Good To Go app and search for nearby businesses with unsold produce. They then purchase a 'Magic Bag', collect it at an allotted time and enjoy it.

James Mason, CEO of Welcome to Yorkshire says, "We're delighted to be partnering with Too Good To Go at a time when hospitality is faced with so many new challenges, juggling the procurement of food and beverage orders being one of those. This initiative takes away some of the cost risks involved in ordering supplies and thereby ensuring establishments can continue to serve their customers to the standard they have come to expect, and at the same time addresses sustainability issues around minimizing food waste."

Joining the Too Good To Go app will enable Yorkshire businesses to become more sustainable, reduce costs associated with surplus food, and reach new local consumers. There are already 420 Yorkshire food businesses signed up to fight food waste with Too Good To Go.

Daisy Barnes, Marketing Manager, Honest Bean Co., Malton, said: "We absolutely love being a part of Too Good To Go. Not only does it help us fight food waste as a business, but it also encourages our customers to take everyday action to fight this global problem.

"As a small business with a chilled product, we originally joined to make sure that we kept food waste to a minimum and we're so glad we did. It works really well! The app is easy to use and manage - whenever we have products to list, we can easily add our Magic Bags to the app and they're sold so quickly. If we encountered any problems, our rep Caroline was always on hand to solve them. To top it all off, our customers have been lovely and really believe in the purpose behind the app."

Caroline Conroy, Too Good To Go's Partnerships Manager for Yorkshire and the North East said: "We're delighted to be partnering with Welcome To Yorkshire to encourage even more local businesses to fight food waste with us. Wasting food not only wastes the resources that have gone into creating it, but also has huge implications on the health of our planet.

Together with Welcome to Yorkshire and the region's food businesses we can strive for a more sustainable county."

For more information on Too Good To Go visit www.toogoodtogo.co.uk/welcometoyorkshire