



2024

IMPACT REPORT



Together, let's make a difference for our planet

Bite by bite, one meal at a time

135,451,474 meals saved
through our
business solutions.



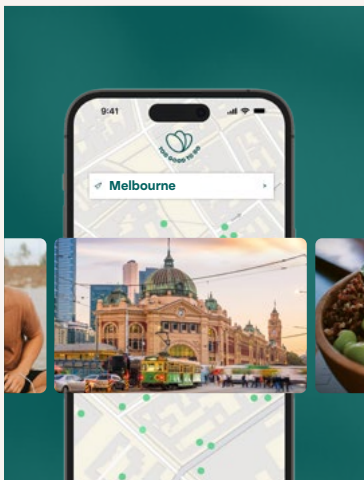
365,719 tonnes CO2e avoided
/ 403,106 tons CO2e avoided
by saving food from
going to waste.



WELCOME



CONTENTS



WELCOME

- 04 Words from everyday heroes
- 06 A word from our leaders
- 08 Food waste insights
- 12 Too Good To Go's business solutions

OUR IMPACT

- 18 Our environmental impact
- 20 Our numbers
- 22 Our carbon footprint

OUR COMMUNITY

- 28 Large chain partners
- 32 Indie stores

OUR INITIATIVES

- 40 'Look-Smell-Taste' date labelling initiative
- 46 Awareness days
- 54 Public affairs
- 56 Education

OUR COMPANY

- 60 Welcome to...
- 62 Shareback


OUR FUTURE

- 66 Getting noticed
- 68 A bright future

REFERENCES

- 70 References

WORDS FROM EVERYDAY HEROES



Is 2024 over already?

How do we even begin to sum up such an exciting year for Too Good To Go? By asking our incredible teams, of course. We posed a simple question:

**What Too Good To Go moments
made you smile in 2024?**



“One of my favorite moments of 2024 has been working closely with the new sales cohort. We’ve really committed to learning from each other—sharing tips, best practices, and insights into how we can consistently improve. It’s been amazing to see how far we’ve come together, and I’m especially proud of how we’ve built a collaborative, high-energy team with a strong will to perform. I’m excited for what’s to come in 2025!”

Dina Galli
Independent Partners, Canada

“Some of my favorite Too Good To Go moments in 2024 were spent with my team, whether out in the field or exploring a new city. The excitement of working together, overcoming challenges, and making a real impact always brought a smile to my face. There was no greater feeling than sharing the positive energy of signing a store, knowing we were helping a business reduce their food waste. Those moments of teamwork, celebration, and connection made the experience truly unforgettable.”

Kai Tran
Sales Specialist, Canada



“My most memorable moment was during Too Good To Go’s expansion to St. Louis, Missouri. Before leaving, I visited Eddie, a local donut shop owner, to show him he had the highest rating on the app—outshining even big chains! He was thrilled and proudly shared the news with his customers. Eddie told me Too Good To Go has a daily impact on his life, letting him meet customers in person and brightening their day with his donuts. It was amazing to see the joy on his face!”

Shereef Manza
Expansion, USA

“While visiting Chicago, I reserved a Whole Foods Surprise Bag for my aunt, who’s been looking for ways to save on groceries. On my way to collect it, I got caught in a rainstorm and met another customer braving the storm for a bakery bag. We chatted about how Too Good To Go helps her family and supports local shops. Later, my aunt and I shared the food and some wonderful stories. It was a perfect way to save food, connect with loved ones, and meet new people!”

Laurel Smith
Independent Partners, USA





A word from our leaders

A YEAR OF ACTION, A FUTURE OF POSSIBILITIES

Of all the environmental challenges we face, food waste remains the dumbest. But the good news? It's also one of the most solvable.

2024 was a year of action, scale, and impact. It was a year that proved, once again, that small actions—when multiplied by millions—can create real, lasting change.

At **Too Good To Go**, we've always believed that every meal saved is more than just a number. It's a step towards a world that values every resource, every effort, every bite. And this year, our community—users, businesses, policymakers, and team members—showed what's possible when we come together.

HERE'S WHAT THAT LOOKED LIKE IN 2024

We **saved over 135 million meals** from going to waste
—avoiding **365,719 tonnes* of CO2e emissions and**
109.7 billion liters of water waste** in the process.

We **crossed 100 million registered users**,
a testament to the power of collective action.

We **expanded to new markets**, including **Czechia and**
Australia, and brought **Too Good To Go to 12 new U.S. cities**.

We **launched our Too Good To Go Platform**, an end-to-end
surplus food management system helping grocery retailers
tackle waste before it happens.

And we **recertified as a B Corp**, reaffirming our dedication
to driving positive change through business.

But beyond the milestones and numbers, what excites us most is the shift we're seeing: a world where businesses recognize that **reducing food waste isn't just an ethical choice—it's a smart one**. A world where more people trust their senses before throwing away food. A world where waste is no longer an accepted part of the way we live.

Thank you for every meal saved, every partnership formed, and every choice made to build a more sustainable future.

We're not there yet. But together, we're getting closer—bite by bite, meal by meal.

Mette Lykke
CEO,
Too Good To Go

Chris MacAulay
Vice-President North America,
Too Good To Go

*403,134 tons ** 28.9 billion US gallons



FOOD WASTE insights

Fighting food waste is Too Good To Go's number one goal. To reduce it, we first need to understand its scale and causes—so let's dive in!

Worldwide,
1 BILLION MEALS
are wasted by households *every day*.
(UNEP, 2024)

In the EU,
**132 KG* OF
FOOD WASTE**
per capita is generated across
the entire supply chain.
(Eurostat, 2024)

Food waste costs the
Australian economy
**AU\$36.6
BILLION**
annually.
(FIAL, 2021)

In the US,
**38%
OF ALL FOOD**
is surplus food, including food waste.
This equals almost 149 billion
meals per year.
(ReFED, 2024)

Each year in Canada,
**21.2
MILLION TONNES****
of food go to waste—of which
8.8 million tonnes*** (or 41%) is considered
avoidable food loss and waste.
(Nikkel et al., 2024)

* 291 lbs ** 23.4 million tons *** 9.7 million tons

FOOD WASTE IS A BIG ISSUE

We often hear about the negative effects of carbon dioxide on our climate—and rightly so. It's the largest greenhouse gas contributor to climate change. But there's another major player we don't talk about as much: methane.

While methane isn't the leading contributor, it's a serious one. Methane traps heat in the atmosphere far more effectively than carbon dioxide. And here's where it gets even more concerning: 58% of all methane emissions in the U.S. come from food waste in landfills (EPA, 2023).

The good news? Governments are starting to take notice. In 2024, 35 countries signed the 'Declaration on Reducing Methane from Organic Waste' at COP29 in Baku, committing to a 30% reduction in methane emissions from 2020 levels by 2030.

Now, it's time to turn those pledges into action. At **Too Good To Go**, our mission is to inspire and empower people to fight food waste together by tackling waste across the entire supply chain.

FOOD LOSS



Production

1.2 BILLION TONNES

1.3 billion tons
(45%)



Logistics & Storage

436 MILLION TONNES

480 million tons
(16%)

FOOD WASTE



Retail

131 MILLION TONNES

144 million tons
(5%)



Food Services

290 MILLION TONNES

319 million tons
(11%)



Households

631 MILLION TONNES

695 million tons
(23%)

Global average

SUPPLY CHAIN

Sources: WWF, 2021; FAO, 2019; UNEP, 2024

TOO GOOD TO GO'S BUSINESS SOLUTIONS

Reducing food waste is at the heart of what we do at **Too Good To Go**. But just as important as the 'what' is the 'how.'

Our 'how' is by empowering people and food distributors with solutions to prevent unsold food from going to waste. Our app, perhaps our most well-known tool, connects users to **Too Good To Go Surprise Bags**, brimming with good food that would've otherwise gone to waste.

And we don't stop there. With the **Too Good To Go Platform**, retailers of all sizes can track, manage, and redistribute surplus produce quickly and efficiently.

Together, these tools are helping our partners make a bigger impact than ever before.





Too Good To Go's business solutions

THE APP

The **Too Good To Go app** now connects over **100 million registered users** and **175,000 active partners** in 19 countries spanning Europe, North America and Australia.

Businesses can sell unsold food in **Too Good To Go Surprise Bags** for local users to purchase at a reduced price. By accessing the **Too Good To Go Marketplace**, businesses unlock revenue from unsold food, welcome new customers into their stores, and help users save money—all while contributing to a more sustainable planet.

So why not download it now and see for yourself what makes it the world's largest marketplace for surplus food?



*In the U.S., **The New Yorker** and **The New York Times** shared the story of a writer hosting a dinner party for nine using only **Too Good To Go Surprise Bags**! Meanwhile, in Italy, **La Stampa** followed an individual who relied entirely on unsold food for a week.*



Too Good To Go's business solutions

TOO GOOD TO GO PLATFORM

Your all-in-one solution for surplus food management

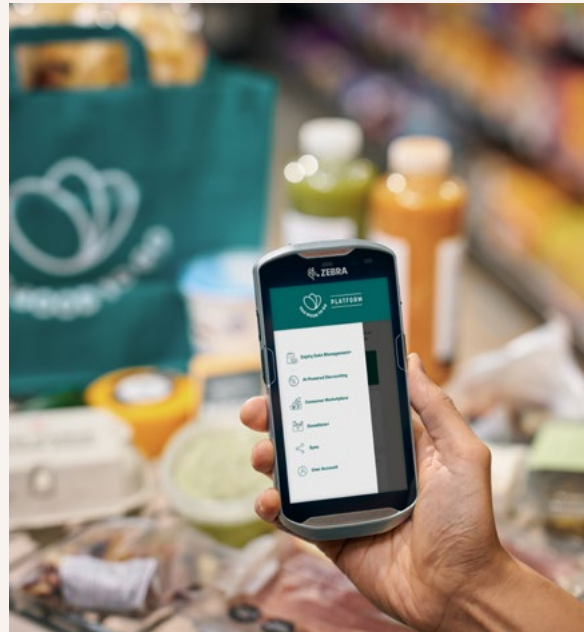
The **Too Good To Go Platform** is a food management system designed to help grocery retailers of all sizes—from hypermarkets to local convenience stores—unlock value from surplus inventory. By seamlessly tracking and redistributing their excess, it integrates with the world's largest consumer marketplace for surplus food, home to over 100 million users.

The **Too Good To Go Platform** combines five powerful modules into a single interface, letting partners pick and choose the tools they need to craft a tailored surplus management strategy:

- **Expiry Date Management:** Makes inventory management faster and more efficient with digital expiry date checks.
- **Recommendations:** Provides store staff with clear, actionable guidance on how to handle near-expired products.
- **In-Store Discounting:** Uses AI to intelligently optimize discount rates, boosting revenue from discounted items.
- **Too Good To Go Marketplace:** Empowers employees to allocate surplus products to Surprise Bags and upload them directly to the marketplace.

- **Donations+:** Connects excess stock to local charities, and generates detailed reports on donated items.

With the **Too Good To Go Platform**, partners gain efficiency, reduce waste, and increase revenue—all while contributing to a greener, more sustainable future.



OUR IMPACT

Our environmental impact

Our numbers

Our carbon footprint





OUR ENVIRONMENTAL impact

Before we discuss how many meals we've saved, let's first talk about the impact of each meal saved.

You may remember that in 2023, we enlisted the expertise of **Mérieux Nutrisciences | Blonk** to conduct a robust, independent study. Then to ensure accuracy, their findings were further validated by expert researchers from **Oxford University** and **WRAP**.

Now, using this advanced methodology, we can confidently say that saving one meal (1 kg/2.2 lbs of food) through the **Too Good To Go Marketplace app** is equivalent to avoiding:



2.7 KG
5.9 LBS

of CO₂e emissions


The same as charging a smartphone fully **598 times***



810 LITRES
214 US GALLONS

of water use

Equivalent to almost **five bathtubs full of water****



2.8 M²
30.1 SQ FT

of land use per year

Just over half the size of a ping pong table***

If you'd like to dive deeper, click [here](#) for the full report.

*Based on an average battery of 4300mAh. (Everphone, 2023)

**Based on a bath of 161 litres/ 42.5 US gallons. (EcoRise, 2022)

***Based on a standard ping pong table of 4.2m²/ 5.02 yd². (ITTF, 2024)

OUR numbers

Since we began in 2016, we've worked alongside our partners to save as many meals as possible.

Thanks to their passion and hard work, we're proud to announce that, together, we've now saved nearly **450 million meals worldwide.**

THAT'S EQUIVALENT TO AVOIDING:

1,214,853

TONNES

1,339,146 tons
of CO2e emissions.

The same as flying 211,132
passengers around the world.*

364.46

BILLION LITRES

96.29 billion US gallons
of unnecessary water use.

That's 145,782 Olympic
swimming pools worth!**

1259.85

MILLION M²

13,543.36 million sq ft
of land use per year.

An area 12 times the
size of Paris.***

None of this would have been possible without the people behind the numbers, and there's a truly astounding amount of you:



100+

**MILLION
REGISTERED USERS**



175+

**THOUSAND
ACTIVE PARTNERS**

*Based on an economy trip: Frankfurt - New York - San Francisco - Tokyo - Dubai - Frankfurt. (Myclimate, 2024)

**Based on a pool volume of 2.5 million litres/ 660,502 US gallons. (Phinify, 2025)

*** Based on a size of 105 km²/ 1,130 sq mi. (Versus, 2025)

2024

135,451,474

2023

121,683,097

2022

83,582,424

2021

52,554,010

2020

28,615,597

2019

19,126,158

2018

6,497,258

2017

1,956,144

2016

479,454

MEALS SAVED
GLOBALLY

2016 to now



*1 kg/2.2 lbs of food = 1 meal · 1 x Surprise Bag = 1 meal · 1 x Parcel = 5.8 meals · 1 x Product = 0.35 meals

Too Good To Go Parcels are only available in the following countries:

Belgium, The Netherlands, France, Denmark, United Kingdom, Austria, Germany, Italy, Spain

OUR CARBON footprint

As a responsible company,
we know it's essential to track
our carbon emissions.

While it's been a steep learning curve since we began in 2020, we revamped our data collection process in 2024 to create a clearer starting point for our long-term goal of reducing carbon emissions.

OUR HISTORICAL FOOTPRINT

Here's how our emissions have looked over the years:

2020
4,568
TONNES CO2e
5,134 tons CO2e

2021
7,178
TONNES CO2e
7,912 tons CO2e

2022
7,492
TONNES CO2e
8,258 tons CO2e

2023
10,097
TONNES CO2e
11,130 tons CO2e

You may notice these figures are a bit different from what we've reported before. That's because we've made some improvements to make sure we're getting everything right:

We've cleaned up how we assign the data into different categories, so we're using more accurate emission averages. And we've switched to a new, better database for calculating emissions, thanks to our partner, Plan A.



2024: A NEW APPROACH

In 2024, we revamped how we calculate our carbon footprint to gain a clearer and more accurate picture of our emissions.

This improved understanding will help us set concrete goals for future reductions.

To align with the globally accepted Greenhouse Gas Protocol, our emissions—including those across our wider value chain—are divided into three distinct scopes:

SCOPE 1

107.54 TONNES CO₂e

118.54 tons CO₂e

Direct emissions. These are emissions from sources controlled by Too Good To Go. Things like burning fuel in vehicles or running our boilers.

SCOPE 2

889.44 TONNES CO₂e

980.44 tons CO₂e

Indirect emissions. This can be from the generation of purchased energy, such as the electricity used to charge our laptops.

SCOPE 3

19,488.28 TONNES CO₂e

21482.15 tons CO₂e

Emissions from things we don't directly control, like employee commutes and business travel, logistics and warehousing, or the servers we use for hosting our digital services. Often the biggest and most complex category for all businesses.

So, all that's left is to add the three figures together to give us our total emissions for 2024:

20,485.25 TONNES CO₂e

22581.12 tons CO₂e



WHERE DO OUR EMISSIONS COME FROM?

When we completed our 2024 carbon accounting, conducted in line with the Greenhouse Gas Protocol, we found that **Too Good To Go Parcels** accounts for the largest share of our emissions.

A deep dive into our 'Scope 3' emissions - those from our wider value chain -, revealed that **66%** is tied to our Parcels business. To break it down further:

- **44%** comes from producing the products we buy from partners—the ones that couldn't be sold in the usual retail channels and instead find a second chance in Parcels.
- **Roughly 13%** is from working with our warehouse and delivery partners to get Too Good To Go Parcels to our customers.
- Additionally, **roughly 9%** is connected to the end-of-life and customer use of the products we sold.

As we grow and ship more Parcels, packaging, warehouse use, and transportation needs will also increase. We are actively pursuing improvements! We're collaborating with partners to get better data tracking, adopt more sustainable packaging, and explore more eco-friendly delivery options.

WHAT'S NEXT?

The data collected in 2024 highlights key areas of focus, helping us make informed decisions for the future. This ensures we continue to grow responsibly while keeping sustainability at the core of everything we do.

OUR COMMUNITY



Large chain partners

Indie stores





LARGE CHAIN PARTNERS



What exactly are large chain partners?
To put it simply, they're typically brands who operate
hundreds of stores in one or more countries.

Let's take a moment to hear from them directly.



“I am proud of our partnership with **Too Good To Go** – we’re seeing the impact. This collaboration plays a crucial role in **Metro’s** strategy to reduce food loss and waste in our stores.

By saving thousands of meals and engaging our customers, we are making a real difference. **Metro’s** commitment to sustainability is reflected in our efforts to manage food surplus and prevent food waste. Thank you, **Too Good To Go**, for your support and collaboration.”

Joe Fusco

Senior Vice President Merchandising



**MEALS SAVED
SINCE JOINING**

660,961

Equivalent to avoiding the unnecessary water use of 214 Olympic swimming pools.*



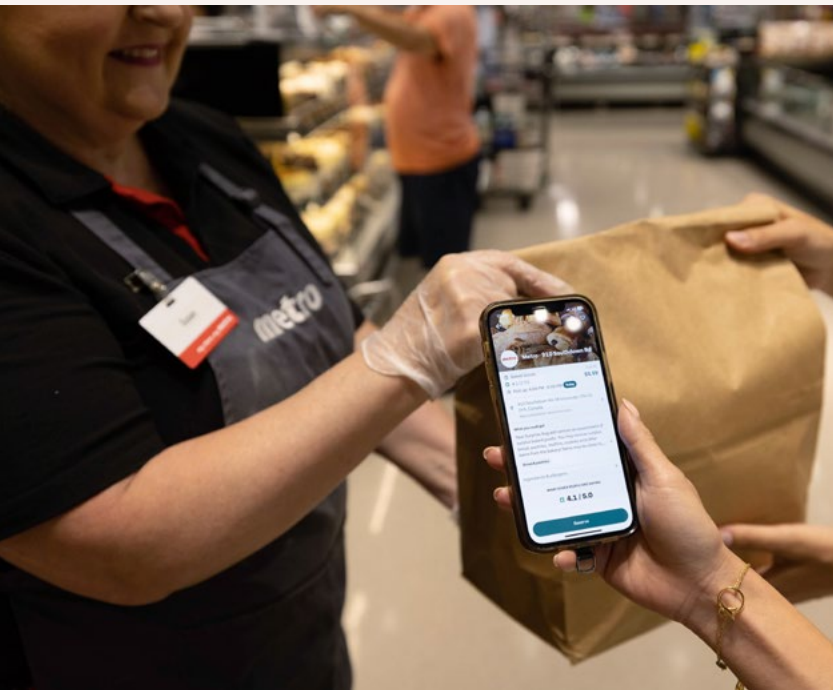
PARTNER SINCE

2022



MODULE IMPLEMENTED

Consumer Marketplace



*Based on a volume of a pool of 2.5 million litres/ 660,502 US gallons. (Phinizy, 2025)



“At **Whole Foods Market**, keeping unsold food out of landfills is essential to fulfilling our purpose to nourish people and the planet. We take pride in working with innovative companies, like **Too Good To Go**, to reduce food waste and expand access to high quality, thoughtfully sourced food at discounted prices. We’re thrilled that **Too Good To Go** is now available at **Whole Foods Market stores** across the US and Canada, meaning that more customers than ever can enjoy wholesome food while joining us in the fight against food waste.”

Caitlin Leibert
Vice President of Sustainability



**MEALS SAVED
SINCE JOINING**

648,654

Equivalent to avoiding the yearly land use of 352 American football fields.*



PARTNER SINCE
2023



MODULE IMPLEMENTED
Consumer Marketplace



*Based on an American football field of 5,390m²/ 58,017.5 sq ft. (Scheidsrechtlers, 2025)



“As a sushi company committed to sustainability, partnering with **Too Good To Go** has been transformative in reducing food waste and aligning with our broader ESG strategy. By rescuing surplus sushi, we are not only minimizing food waste but also fostering a culture of mindful consumption among our team and customers. Our customers have shared their delight in enjoying fresh, affordable sushi while contributing to environmental conservation—an impact we are proud to champion.”

Erica Gale

Senior Vice President, Brand Development
Bento Sushi



**MEALS SAVED
SINCE JOINING**

33,055

Equivalent to avoiding
the yearly land use of
355 tennis courts.*



PARTNER SINCE

2024



MODULE IMPLEMENTED

Consumer Marketplace



*Based on a tennis court of 260.85 m2/ 2,807.98 sq ft. (Harrodsport, 2025)



INDIE PARTNERS



Our indie stores are local businesses operating a limited number of stores, all with a passion for community, environmentalism and good food.

**Let's all give a round of applause for
our indie store heroes.**



“**Too Good To Go** has been part of our journey here in Austin, TX since we first opened our restaurant. The community has been great and has grown with us. Reducing food waste by putting our unsold pizza slices up for sale on **Too Good To Go** has been great and we feel like it gives people a chance to try our pizza when it’s possible they otherwise wouldn’t have. The app is easy to use and they have a great support system that has worked with us to optimize our role in this community. We highly recommend local restaurants use **Too Good To Go** to reduce their food waste as well as discover a whole other community of customers.”

Patricia Balducci
Co-Founder/Owner,
Balducci Pizza Romana



**MEALS SAVED
SINCE JOINING**

4,372

Equivalent avoided
CO₂e emissions of charging
2 million smartphones.*



PARTNER SINCE

2022



ACTIVE CITY

Austin, Texas, USA

Based on an average battery of 4300mAh. Everphone (2023)

Lady Glaze

“The **Surprise Bags** have been a hit! Both in introducing new customers to us and in helping our regulars snag a sweet deal. It’s a win-win for everyone, and we love being part of a community that values sustainability.”

Mark Andrew Brown

Co-Founder, Lady Glaze Doughnuts



**MEALS SAVED
SINCE JOINING**

1,843

Equivalent to avoiding the unnecessary water use needed to produce almost 30,000kg/ 66,000 lbs tomatoes.*



PARTNER SINCE

2022



ACTIVE CITY

Ontario, Canada



*Based on 370 litres/ 98 US gallons of water needed to grow 1kg/ 2.2 lbs tomatoes. (Our World in Data, 2025)



“Working with **Too Good to Go** maintains our mission of supporting the health of people and the planet. We appreciate being able to serve our community and reduce waste through our partnership with **Too Good to Go**!”

Sheena Mannina
Co-Founder,
Raw Republic Juice



**MEALS SAVED
SINCE JOINING**

4,037

Equivalent to avoiding
the yearly land use of
790 parking lots in North America.*



PARTNER SINCE

2022



ACTIVE CITY

Austin, Texas, USA

*Based on a North American parking lot of 14.3m²/ 153.92 sq ft. (Dimensions, 2025)



“Before **Too Good To Go**, we sadly composted perfectly edible produce due to cosmetic imperfections, a common industry practice. Employees took what they could, but significant waste remained. **Too Good To Go** has been a game-changer. We divert massive amounts of food waste, providing quality, affordable produce to those who need it. This aligns with my passion for mitigating food waste and helping others.

Too Good To Go also demonstrated to my employers the financial viability of sustainable practices, enabling us to expand our food donation program. This program has inspired us at **Ward's Berry Farm** to prioritize food waste reduction and make a real difference.”

Devon Parsons

*Assistant Operations Manager,
Sustainability Director,
Ward's Berry Farm*



**MEALS SAVED
SINCE JOINING**

11,775

Equivalent avoided CO2e emissions
of flying 12 passengers from
New York to Tokyo.*



PARTNER SINCE

2023



ACTIVE CITY

Sharon, MA, USA

*Based on an economy trip: New York – Tokyo. (Myclimate, 2024)



OUR INITIATIVES

'Look-Smell-Taste'
date labelling initiative

Awareness days

Public affairs

Education







TRUST YOUR SENSES, SAVE THE PLANET

Look-Smell-Taste date labelling initiative

In Canada, a staggering 21.18 million tonnes/ 23.35 million tons of food is wasted per year—that's the equivalent weight of over 8 Eiffel Towers being wasted every day. Even more shocking is that in the United States, 80 million tonnes of food is wasted annually, with 53.5% generated in the residential sector (Nikkel L. et al., 2024; ReFED, 2023).

One of the key contributors to household food waste is confusion around date labeling. Uncertainty over food-labeling results in 23% of avoidable food waste being linked to confusion about 'Best Before' dates (Nikkel L. et al., 2024).

Startling facts like these got us thinking. In 2019, we launched the 'Look-Smell-Taste' initiative (inspired by the Norwegian Matvett's campaign), including on-pack labels, encouraging people to look beyond Best Before dates and instead assess their food using their senses.



LOOK

Does it look rotten or have an unusual colour?

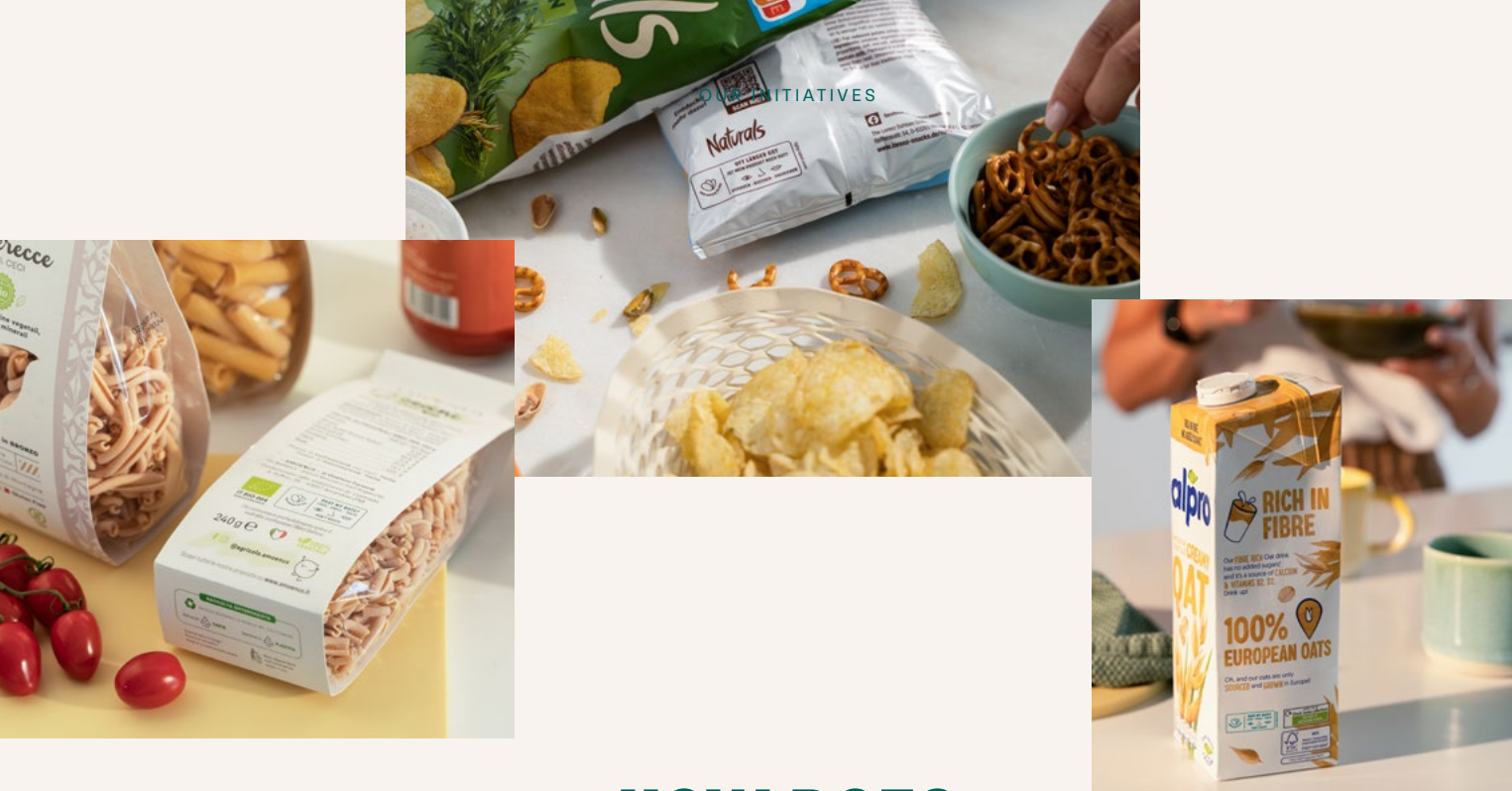
SMELL

Does it smell spoiled or overly sour?

TASTE

Does it taste 'off' or stale?

If the answer to all three is no, then tuck in—bon appétit!



HOW DOES THE LABEL PERFORM?

Our annual brand tracking survey provided a valuable view of its impact.

HERE'S WHAT WE DISCOVERED:

31% of people report having seen the label.

72% believe the label is clear.

74% stated that after seeing the label, they used their senses to assess a product past its 'Best Before' date.

(Kantar Insights, 2024)

Are you a manufacturer?

Interested in using the 'Look-Smell-Taste' label?
Get in touch at: look-smell-taste@toogoodtogo.com



“At Mondelēz International in France, we want to empower consumers to snack right and reducing food waste is a core part of it. We’re proud to encourage more responsible snacking habits through our iconic brands, with the **Too Good To Go** ‘Look-Smell-Taste’ initiative.”

Aurélie Le Vallois

Marketing manager Vision Growth Sustainability,
Mondelēz

THE NUMBERS



547

brands are currently using the ‘Look-Smell-Taste’ label on their products

7,321

SKUs now carry the label—a 35% increase on last year.



6 BILLION+

Estimated yearly product packages carrying our label

Determined to not stop there, in 2024 we expanded the initiative to Canada and Ireland, bringing the label to a total of 15 countries!

NEW LAUNCHES:

CANADA & IRELAND

In June and November 2024, we launched the ‘Look-Smell-Taste’ initiative in Canada and Ireland, respectively. Since then, 16 brands in Canada, including Carambar & Co, Groupe Bel, Dr. Oetker, Epic Tofu, and Greenhouse, have joined the movement to tackle food waste.

In Ireland, 15 brands, such as Guinness, Danone, Terry’s Chocolate, Kellogg’s, and Ballymaloe, have also signed up, showcasing their dedication to reducing waste and promoting sustainability.

And if these statistics are anything to go by, what a difference it can make:

In Canada, 92% of people check the date on a food item before eating it, yet 40% still throw away food past its ‘Best Before’ date at least once a week.

(Léger, 2023)

In Ireland, 38% of consumers discard food because it has passed its ‘Best Before’ date, while 27% worry about getting sick from eating food past this date.

(Empathy Research, 2024)

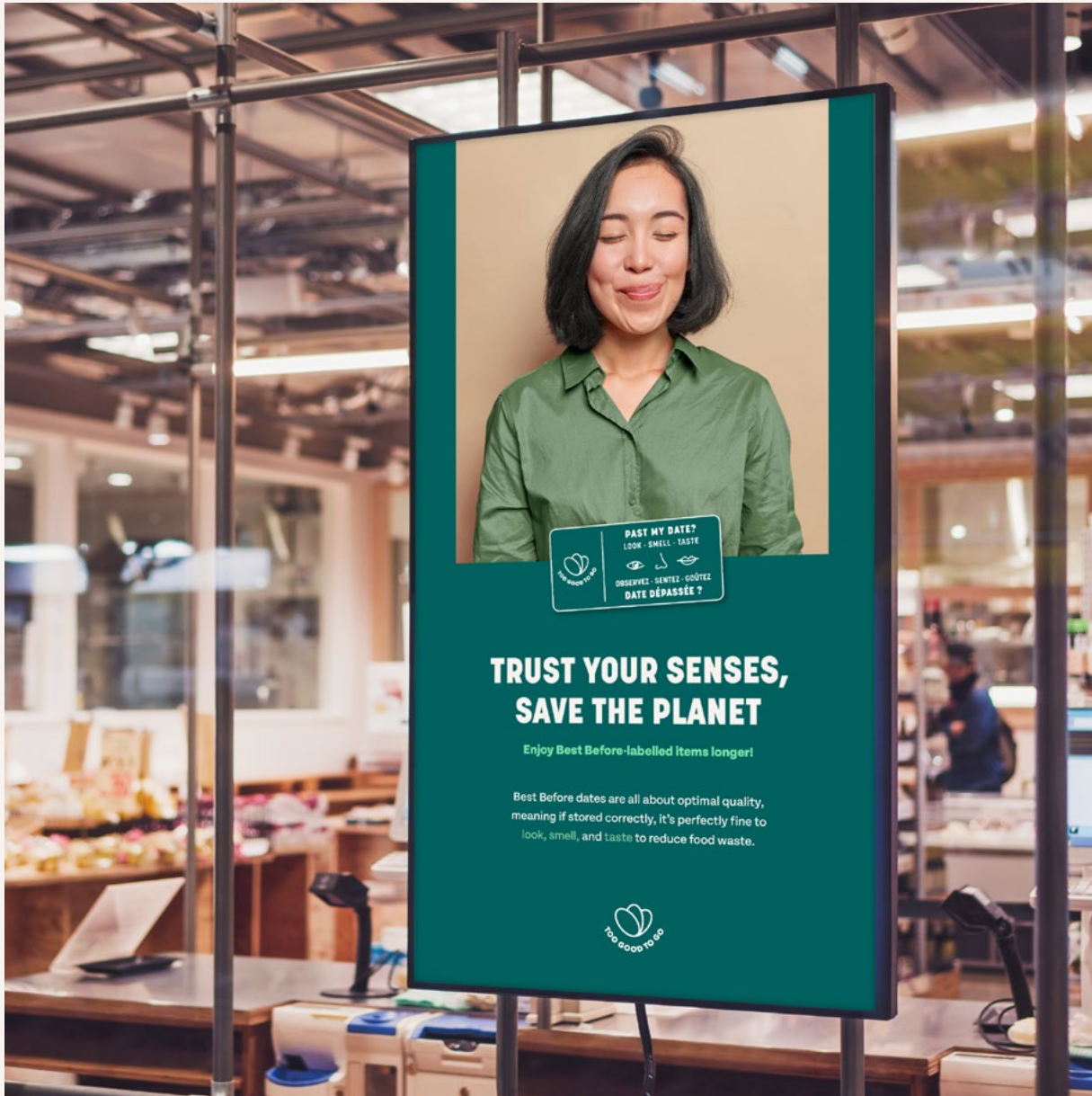
Join us back here next year, when we’ll let you know all about the amazing achievements from our Canadian and Irish partners!



“At **Ballymaloe Foods** we believe we all have a part to play in reducing food waste and living more sustainably. As a food producer, we take great care to ensure the food we make has a long shelf life due to the naturally low PH levels in the recipes we cook and also the ‘hot filling’ process we employ at the packaging stage .We are delighted to be part of the ‘Look- Smell-Taste’ campaign and hope this will help our customers to live more sustainably too.”

Rosaleen Hyde

Head of Operations at Ballymaloe Foods



At **Too Good To Go**, we're committed to educating people about date labels and their impact on food waste. In Canada, **The National Post** highlighted our launch of the "Look-Smell-Taste" campaign, designed to help households reduce unnecessary waste. This initiative teaches consumers the key differences between "Best Before" and "Expiry" dates, encouraging them to rely on their senses to determine food freshness.

The campaign also launched in Ireland, earning praise from **Newstalk** for its efforts to inspire smarter, more sustainable food choices.



AWARENESS days



Climate change is a major global concern, but many people still struggle to see its connection to food waste.

That's why, at **Too Good To Go**, we're committed to showing how reducing food waste plays a crucial role in fighting climate change.

In 2024, we worked with our partners to amplify this message by focusing on five key awareness days:

WORLD WATER DAY

EARTH DAY

WORLD ENVIRONMENT DAY

**INTERNATIONAL DAY OF AWARENESS
OF FOOD LOSS AND WASTE**

WORLD FOOD DAY

Using these days as a platform, we aimed to empower people with simple, actionable steps to cut food waste and drive lasting change.



IT'S NOT JUST YOU *stepping up* FOR THE PLANET

It's 100 million of you.
Together we're walking towards a planet
with no food waste.

INTERNATIONAL DAY OF AWARENESS OF FOOD LOSS AND WASTE

29th September

A recent study (Nature Climate Change, 2024) found that 70% of people worldwide would give up 1% of their income to stop climate change. Yet, only 30% believe most of their fellow citizens would do the same.

For IDAFLW, we launched a campaign with a simple yet powerful message:

“It’s not just you stepping up for the planet.”

This phrase became the heart of our promotional video which highlighted how small actions to reduce food waste create a greener, cleaner planet.

[Check it out here](#)



THE RESPONSE WAS HEARTENING:

329 partners shared the message via social media and in over 10,000 stores globally.

—

53 million people engaged through store events.

—

7 million people reached through social media activity.

—

1,700 media clippings generated through PR promotions, sharing the message with over 1 billion people worldwide.

If you needed proof of the power of community, there it is.



WORLD WATER DAY

22nd March

World Water Day highlights the importance of safeguarding our planet's freshwater resources. Food waste has a huge role here, as an astonishing amount of water goes into producing food.

For instance, did you know that a **single margherita pizza requires 1,249 litres or 339 US gallons of water to make?** That's more than ten bathtubs worth! Imagine the positive impact of saving that pizza from going to waste.

[Check it out here](#)



EARTH DAY

22nd April

Earth Day inspires people worldwide to take action for the good of the planet.

But let's face it, "Saving the Earth" can feel like a superhero's job. That's why we teamed up with our Look-Smell-Taste partners to remind everyone that actually, small actions can have the biggest impact.

By encouraging people to look, smell, and taste before wasting food, we're showing how every day can be Earth Day.

[Check it out here](#)



WORLD ENVIRONMENT DAY

5th June

World Environment Day highlights critical issues like climate change, biodiversity loss, and pollution, while encouraging shared responsibility for ecological resilience. Food waste is a key part of this: producing food uses valuable resources, and wasting it means those resources are lost.

This year, we focused on the impact of reducing food waste on land use. Did you know that saving just **one Surprise Bag prevents the unnecessary use of 2.8 m² or 30.1 sq ft of land per year?**

[Check it out here](#)



WORLD FOOD DAY

16th October

World Food Day reminds us of the true value of food—and the importance of reducing waste.

On this day, we partnered with over 160 Look-Smell-Taste partners to raise awareness around 'Best Before' dates and show that food can often still be eaten after that date has passed.

[Check it out here](#)



PUBLIC AFFAIRS

“Countries should establish appropriate national legislative frameworks to prevent and reduce food loss & waste”

FAO, 2022

We couldn't have said it better ourselves.

Legislation is one of the most powerful tools for driving meaningful and lasting change around food waste. That's why we work with governments, policymakers, and stakeholders to promote ambitious, binding policy measures to tackle food waste.

Let's take a closer look at how we do it.

POLICY DIALOGUE

Maintaining an open dialogue with policymakers is crucial to helping them make informed decisions on sustainability legislation. Or, to put it simply, we're chatty when it comes to food waste.

When we were invited to give expert testimony in the German Federal Parliament, we jumped at the chance. The topic? How retail organisations could address the redistribution (and prevention) of surplus food. It's fair to say, this is kind of our specialist subject.

In France, Too Good To Go also took part in a televised debate on food waste with one of Europe's leading food waste advocates, MP Guillaume Garot.

POLICY ACTION

Dialogue is great, yet action is even better.

In September, we successfully submitted a resolution to the US Congress to recognise 29th September as the International Day of Awareness of Food Loss and Waste in the United States. Together with Representatives Lawler, Pingree, Chavez-DeRemer, and Fitzpatrick, this resolution has helped maintain momentum and intensify efforts to meet the national goal of cutting food loss and waste by 50% by 2030.

"Public policy at federal, state, and municipal levels can offer opportunities to accelerate large-scale food waste reduction, as 38% of all food in the US goes unsold or uneaten." ReFED, 2024

POLICY COALITIONS

In 2024, we focused on building coalitions with a wide range of stakeholders to drive meaningful and ambitious policy measures. This included forming the Prevent Food Waste Coalition, which aims to persuade EU policymakers to support legally binding food waste reduction targets.

Alongside the British Retail Consortium, Too Good To Go also coordinated an open letter to the UK Secretary of State for Environment & Food, calling for mandatory public reporting on food waste. The letter, signed by over 35 major food businesses, played a key role in the UK Government putting the legislation back on the table.

When people come together, success isn't far behind.

*In The Netherlands, **BNNVARA** reports that policymakers are recognising the importance of addressing food waste and learning from the experiences of other countries. In the UK, **The Observer** & **The Guardian** reports that prominent businesses are calling for mandatory reporting on food waste by food retailers to increase transparency and accountability.*

EDUCATION



Education is one of the most powerful tools for change, and when it comes to fighting food waste, it's where the future begins. From classrooms to boardrooms, we've partnered with schools and universities to inspire the changemakers of tomorrow to make food waste reduction a priority.

At these symposiums, our business leaders share how **Too Good To Go** creates large-scale impact and how we leverage our tools, reach, and credibility to save food from going to waste. Our commitment to educating future leaders is stronger than ever, and 2024 saw us take that mission even further.

In March, our CEO, Mette Lykke, engaged with students at Columbia Business School, while in May, Georg Strasser-Müller, Country Director for Austria & Switzerland, took the stage at the prestigious St. Gallen Symposium. And in November, Mette returned to her alma mater, Aarhus University, to share her insights at their annual symposium.

By connecting with the next generation of leaders, we're making sure food waste stays on the agenda—now and in the future.



COPENHAGEN BUSINESS SCHOOL

In partnership with Copenhagen Business School (CBS), we've co-written a business case that explores **Too Good To Go's** unique model. Titled 'Bridging the Gap Between Sustainability Goals and Business Objectives in International Business', the case study aims to inspire future leaders to build businesses that combine profit with purpose.

Teachers and students will explore how **Too Good To Go** combats food waste while operating as a profitable, scalable business. They'll dive into our **win-win-win business model**, discover how we've diversified our business solutions, and learn about the challenges and strategies behind our international expansion.



Learn more
[here](#)

"This business case
– developed in collaboration with
Too Good To Go – starts a vital
discussion with students about
innovation in sustainability combined
with international expansion that
goes beyond traditional
approaches to CSR."

Peter D. Ørberg Jensen, PhD
Associate Professor of Strategy and
International Management,
CBS University

This case study is available to download through [The Case Centre](#) and on [Harvard Business Publishing](#), proving to entrepreneurs that success and sustainability can go hand in hand.

INSEAD

Conventional wisdom suggests that transitioning to a green economy involves significant challenges and costs for businesses worldwide. But with the help of professors from the globally renowned business school INSEAD, we're working to change that narrative.

Led by distinguished Professor of Strategy and International Management, W. Chan Kim, the business case 'Too Good To Go: A Surprise Bag That Creates a Win for Business and the Environment' was born. Through an in-depth analysis of our business model, this project shows that profit and sustainability aren't opposing forces—they can work together to achieve great things.

So grab your notepad and pen and read it [here](#). Sustainability school is in session!

OUR COMPANY

Welcome to...

Shareback







WELCOME TO...

We dream of a green, sustainable, and healthy planet, which means bringing our business solutions to every corner of the globe. With this vision in mind, 2024 marked an exciting milestone as we expanded into two incredible new territories: Czechia and Australia!

WELCOME TO... CZECHIA

*On average, each Czech wastes
101 kg* of perfectly good food per year.
(Eurostat, 2024)*

So, what better place to start our 2024 expansion than the beautiful country of Czechia?

In June 2024, we launched in Prague and quickly expanded to multiple other destinations across the country. The reception exceeded our expectations, with strong attendance at our events and workshops. We were especially delighted to receive a positive mention in *Seznam Zpráv*, one of the Czech Republic's most-read outlets, shortly after our launch.

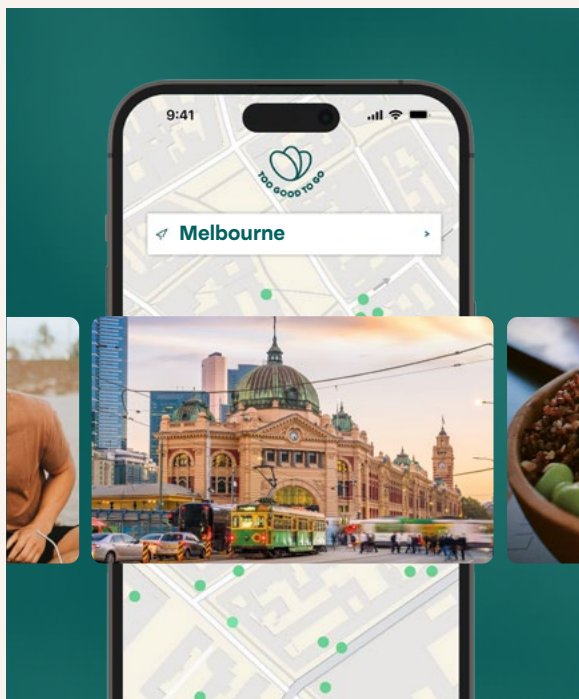


WELCOME TO... AUSTRALIA

*Every year, 7.6 million tonnes** of food
goes to waste in Australia—that's
enough to fill the Melbourne Cricket Ground
three times over!
(End Food Waste, 2024)*

When it came to launching in Australia, there was only one place to start: the food capital of 'Straya' itself, Melbourne. From there, we hopped over to Sydney, where we set up our second office right under the world-famous Harbour Bridge.

In just a short time, the response has been incredible. It turns out that down under, the only way is up!



We can't wait to see what 2025 has in store!

*223 lb ** 8.4 million tons



SHAREBACK

At **Too Good To Go**, giving back is part of who we are. Through our Shareback initiative, our employees dedicate their time to support organisations and charities working to help people facing food insecurity worldwide.

Every team member is encouraged to take one workday each year to join company volunteering efforts. Plus, for every day they spend volunteering on their own time, we match it with up to three additional workdays.

Through our Shareback scheme in 2024, our teams across our 19 countries contributed more than 2,000 hours of employee time.

Let's check out how they spent their time.



Collecting with TEAM SWITZERLAND

Did you know that in Switzerland, 2.8 million tonnes/3.08 million tons of food go to waste every year? (Food Waste, 2024)

Well, our Swiss team did. Which is why they offered a helping hand at one of Tischlein Deck Dich's food banks. So not only did they save food from going to waste, but they redistributed it to those experiencing food insecurity in the local area, particularly those living in poverty.



Collecting food and spreading joy with Team Switzerland!

Harvesting with TEAM CANADA

In Montreal, Team Canada joined forces with the incredible West Island Mission who dedicate their time to fighting food insecurity in their local area. Not afraid to get their hands dirty, they spent the day on a farm harvesting kale, carrots, eggplants, and even planting some garlic for next year's harvest.



Team Canada planting seeds of hope!



Cooking up kindness with Team UK!



Cooking with TEAM UK

When the London office heard about the incredible work being done by community kitchen Made in Hackney, they couldn't wait to pitch in. Showing off their expert culinary skills, the team assisted in cooking healthy, nutritious, plant-based meals for those in need.

OUR FUTURE

Getting noticed

A bright future





GETTING NOTICED



GLOBAL RECOGNITION

Throughout the year, **Too Good To Go** has been featured in numerous high-profile publications across the globe, covering a wide range of topics related to food waste and sustainability.

The company's journey and mission, from its early days to its current global impact, have been explored in interviews with CEO Mette Lykke in publications such as **Forbes**, **Vogue Germany** and **DE TIJD** (Belgium). These interviews have also delved into the environmental and social impact of food waste and highlighted the company's commitment to sustainability, including its focus on reducing food waste, building strong partnerships, and empowering consumers to make conscious choices.

Leadership and innovation have also been central themes, with our Country Directors featured in publications such as **DIE PRESSE** (Austria), **LE PANIER** (France), and **PUBLICO** (Portugal) showcasing the leadership and innovation driving **Too Good To Go's** success in their respective markets.

These interviews have not only increased public awareness of **Too Good To Go** but also solidified the company's position as a leader in the fight against food waste and a driving force in the sustainable food movement.



NASDAQ'S INVITATION

During New York Climate Week 2024, **Too Good To Go's** VP for North America, Chris MacAulay, was invited to speak with Nasdaq employees across the U.S. He shared insights on the impact of food waste, practical ways to reduce it, and how businesses can be part of the solution.

In a defining moment, **Too Good To Go** was also featured on Nasdaq's iconic Times Square Tower—a powerful platform that put our mission in front of millions. This milestone marked a key step in building our U.S. presence and inspiring action on food waste at scale.



ON STAGE AT AWS

At AWS re:Invent—Amazon's largest annual tech conference—Robert Christiansen, **Too Good To Go's** VP of Engineering, joined Dr. Werner Vogels, AWS CTO, to discuss how technology can help combat food waste.

With 60,000 attendees in Las Vegas and 350,000 online viewers, the event brought together some of the world's leading technology experts. **Too Good To Go** was invited to share how we use AWS solutions to improve surplus food management, support our partners and increase efficiency.

It was a valuable opportunity to connect with key figures in the tech space, including partners such as Whole Foods and Amazon Fresh. A moment that reinforced how technology and sustainability go hand in hand.

THE WORK CONTINUES. THE IMPACT SCALES

If 2024 showed us one thing, it's this: change is happening. But the challenge ahead remains massive.

Right now, **Too Good To Go saves four meals per second**. Yet in that same second, **80,000 more meals go to waste worldwide**. Food waste still accounts for **40% of all food produced worldwide**, totaling **2.5 billion tonnes* every year** (WWF, 2021).

The gap is undeniable—but so is our potential for impact.

THAT'S WHY, IN 2025, WE'RE SETTING OUR AMBITIONS EVEN HIGHER:

Expanding our impact across our three product lines ensuring our Too Good To Go Surprise Bags, Parcels, and Platform reach more partners and save more food.

Scaling Donations+, helping businesses **redirect surplus to those in need** more efficiently than ever.

Launching new solutions, including **surprise bags for pet food**, reducing food waste across more categories.

Our vision is clear: **a planet with no food waste.**

We still have work to do. But with every business that joins our movement, every person who saves a meal, and every step forward—big or small—we are proving that a world **without food waste isn't just an idea. It's a better future we are building together.**

See you there.

* 2.8 billion tons



METTE LYKKE
Chief Executive Officer



MARTIN KVIST
Chief Financial Officer



KASPER HEINE
General Counsel



SIMON LEESLEY
Chief Operations Officer



KATRINE HUSUM JENSEN
Chief People and
Culture Officer



MATEO RANDO
Chief Product Officer



IVO VAN DEN BRAND
Chief Marketing Officer



MORTEN KELDEBÆK
Chief Technology Officer



JULIE JOHANSEN
Chief Commercial Officer



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Together,
let's save good food from going to waste.

