



Brightonians could rescue over 19,000 meals this Stop Food Waste Day

- Over 19,000 meals going to waste every day in Brighton
- Join the movement on Stop Food Waste Day April 27th - rescue a meal for free

Stop Food Waste Day is on Friday April 27th and food waste fighters Too Good To Go are challenging Brightonians to join them to rescue all meals in the city on that day. A shocking 19,120 perfectly edible meals end up in the bin every day from food establishments all over Brighton and Hove according to findings from the online marketplace for surplus food [Too Good To Go](#). If these meals are saved from landfill it would be the same as taking 8 cars off the road every day.

To date, Brighton residents have rescued over 12,000 meals from over 30 amazing food retailers including Moshimo, Real Patisserie, Dum Dum Donuts and Yo! Sushi via the free Too Good To Go app. That's prevented the same amount of CO2 as growing 622 trees for 10 years!

To celebrate this impressive achievement, the Too Good To Go team are refunding anyone who rescues a meal in Brighton via the app on Stop Food Waste Day this Friday April 27th. The Too Good To Go Team will also be in Churchill Square from 10am on the day, so you can learn about the food waste revolution - and pick up some tasty treats.

Local resident James Denis, a regular waste warrior at Moshimo, said: "It's great food at a great price and it's so local. Food waste is something we need to combat and to be able to get this fresh food when you're feeling a bit peckish, is amazing!"

Jamie Crummie, co-founder of Too Good To Go said: "More than an easy way to get delicious food, Too Good To Go is a catalyst to changing mindsets. What we perceive to be waste often isn't actually "waste" at all - it's perfectly good food that gets thrown away because it wasn't sold. If every store in Brighton and Hove joined the platform and everyone living here rescued just one meal a month through Too Good To Go, there would be no retail food waste in Brighton - imagine that!"

END

Notes for the Editor

About Too Good To Go

Too Good To Go is the world's largest online marketplace for surplus food. Our mission is to create a world where all food produced is food consumed. Our free app connects food retailers with surplus food available with local consumers who purchase, collect and enjoy it. Too Good To Go operates in eight countries and has saved over 3.9m meals globally. In the UK over 160,000 meals have been saved to date. Find out more at www.toogoodtogo.co.uk

Topline Brighton numbers:

Meals saved: 12,096

Unique customers: 2,939

Population in Brighton: 507,000

Average meals available on Too Good To Go per store each day: 6.3 (March 2018)

Case Study 1: Real Patisserie

Since the Real Patisserie chain joined the app in November 2017 they've saved over 3,000 meals which equates to 5,970 KG of CO2 emissions avoided. That's the same amount of CO2 produced by an average household's electricity for 533 days.

Over 935 unique customers have rescued their food, one of them being Marika Mussell who says:

"I hate things going to waste and in these high quality stores it's such a shame. On a Thursday, for £2.50, I get a loaf of bread and a few nice little treats so it's the perfect start to my weekend!"

Case Study 2: Moshimo

Independent sushi shop Moshimo have saved nearly 5,000 meals from landfill since joining Too Good To Go in May 2016. This is equivalent to avoiding 4,632 KG of CO2 - the same amount of CO2 produced by the average household in 414 days.

One of their 1,500 unique customers, James Dennis says, "It's great food at a great price and it's so local. Food waste is something we need to combat and to be able to get this fresh food when you're feeling a bit peckish, is amazing"

Local aspects

Brighton was the first city Too Good To Go launched in the UK

Too Good To Go Head of Sales Jonathan Lane was a Brighton resident for 5 years.

Too Good To Go Marketing Coordinator Anoushka Grover is a University of Sussex graduate having lived in the city for 4 years.

Ts & Cs

Refunds for meals purchased on April 27th only

Brighton and Hove stores only

1 meal refunded per user only

No cash alternative

Refunds may take up to 5 working days to be processed

Contacts

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