



## Welsh businesses fighting to prevent 192,000 meals going to waste every day

- Welsh retailers flocking to join food waste revolution
- Residents can rescue food from £2 across the country
- Join the movement: Over 1,860 Welsh citizens fighting food waste with free app

Food waste fighters [Too Good To Go](#) are challenging the Welsh public to join the food waste revolution. A shocking 192,263 perfectly edible meals end up in the bin every day from food establishments all over the country. If these meals were saved from landfill, the environmental benefit would be the same as taking 30,040 cars off the countries roads each year.

To date, Welsh residents have rescued over 5,700 meals from 37 pioneering food retailers including YO! Sushi, Novotel and Mercure hotels and many great independents via the free Too Good To Go app, reducing CO2 as much as growing 290 trees for 10 years.

YO! Sushi, who have a branch in Cardiff, explain the success they've had with Too Good To Go so far: "I would recommend this app to every business that sells food in any quantity, size or shape. We waste too much food in this country and this is a light in the black hole that is filled with wasted food. In short, everyone in hospitality needs to think hard about why they have not signed up already."

Too Good To Go user and Cardiff resident Lisa Ridd adds: "It bothers me that so much really good food gets thrown away. I love that when I collect from Too Good To Go I'm making Cardiff a little bit greener, supporting local businesses and getting great food - all at the same time!"

Hayley Conick, UK MD of Too Good To Go said: "It's fantastic to see so many Welsh businesses getting on board with the food waste fight. Working together, we can drastically reduce food waste in Cardiff and throughout Wales - as well as recovering sunk costs for businesses. It's a win-win-win for businesses, people and planet."

END

---

Notes to 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 5 million meals globally. In the UK over 203,000 meals have been saved to date. Find out more at [www.toogoodtogo.co.uk](http://www.toogoodtogo.co.uk)

Topline Wales numbers:

Meals saved: 5,755

Unique customers: 1,865

Population of Wales: 3,113,000

Total food stores in Wales: 30,518

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

Cities and towns using Too Good To Go: Cardiff, Swansea, Newport, Valley and Llandudno

Local aspects:

- UK MD Hayley Conick was born and bred in South Wales and is delighted to be bringing the concept to Wales.

Contact

Anoushka Grover: [agrover@toogoodtogo.co.uk](mailto:agrover@toogoodtogo.co.uk) / 07984828923