

PRESS RELEASE

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COOPERATION OF SPRK.GLOBAL AND KRONEN

Further processing of excess food in the supply chain: the cooperation between SPRK.global and KRONEN delivers positive results.

Since February 2022, the globally operating machine supplier KRONEN, its partner companies and the food tech company SPRK.global have been joining forces to actively support climate protection and the conservation of resources. The cooperation provides food processing companies with excess fresh and high-quality produce, thus enabling stakeholders in the supply chain to work together to reduce food waste. The processing companies benefit from reduced purchase prices for top-quality fruit and vegetables and in turn give their operations and products a more sustainable approach.

After being in place for six months, the collaboration between the food tech company SPRK.global and the world's leading supplier of machines for the food industry, KRONEN GmbH, is delivering positive results. The start-up company SPRK.global identifies excess food that occurs along the supply chain and works to ensure that it does not go to waste. The aim of the cooperation is to use KRONEN's comprehensive network in the food industry to redistribute fresh, high-quality produce for further processing. All the companies involved in this mission protect both resources and the climate and help establish a closed-loop circular economy for food.

The challenge is huge, as is confirmed by the report on "Closing the Food Waste Gap" by the Boston Consulting Group, which concludes that a third of the food available worldwide is wasted each year. In its study (in German), WWF claims that the majority of food waste, namely around 60 percent, occurs at the start and in the middle of the supply chain. According to SPRK, this is partly due to a lack of transparency in the supply chain. SPRK identifies excess food along the supply chain. It uses its KI-controlled digital retail and distribution platform to bring together the supply of and demand for food before quickly passing the produce on to partner companies with corresponding needs based on the information provided for redistribution or further processing.

Fresh, high-quality produce at reduced prices

As a supplier of machines for the food industry, KRONEN has been successfully operating worldwide for more than 40 years and has established a correspondingly extensive network. KRONEN customers who are involved in the cooperation, for example fresh-cut companies and convenience product manufacturers, receive the excess fresh, high-quality produce from the SPRK network, sometimes at prices that are, for instance, 10 or 20 percent below the market rate, and process it to make fresh-cut or convenience products for food retailers, hotels, or restaurants. The main focus is placed on fruit, vegetable, and salad processing. The food processing companies benefit from the good availability and fair, often reduced purchase prices of fruit and

vegetables of the same high quality as standard market produce. In times of growing inflation in particular, this solution can be extremely advantageous.

Working together to reduce food waste

SPRK currently already has 80 partners – both suppliers and buyers. Since being founded in March 2020, the food tech company has already successfully redistributed more than one million kilograms of excess food from the supply chain.

According to Alexander Piutti, founder and CEO of SPRK, “eliminating excess food along the supply chain in the long term is an ambitious goal that can only actually be realized in close cooperation with all stakeholders involved in the supply chain.” With KRONEN, we have secured a strong partner and opinion maker with an outstanding network in the food industry. The company’s customers make the most of improved planning when sourcing the produce required, often benefit from a financial advantage when purchasing fruit and vegetables and are thus able to stabilize their own production activities. The extended network enables us to work together to strengthen our impact on resource conservation and climate protection.”

The cooperation, particularly the aspects involving food processing companies, helps to make the food supply chain more efficient and companies and their products more sustainable. Since the start of the collaboration, the partners have already convinced several further processing companies of the benefits of the cooperation and the quality of the produce.

Stephan Zillgith, Managing Partner of KRONEN GmbH, adds: “Solutions for reducing food waste are an important topic among our customers both with regard to conserving resources and in terms of costs. KRONEN, with its more than 40 years of experience in the fresh-cut industry and comprehensive international network, and SPRK, as a start-up at the heart of Berlin with excellent connections to the retail world and NGOs, form a perfect symbiosis to bring together all stakeholders in the food sector. This in turn enables us to minimize waste along the supply chain and ensure that consumers are provided with the best possible fresh products.”

About KRONEN GmbH

KRONEN is a family-owned, globally operating producer and supplier of stand-alone and special machines as well as of high-tech processing lines for the Fresh-cut industry. The product range of KRONEN and its partners covers fruit, vegetable and salad processing solutions for preparing, cutting, washing, de-watering, peeling, disinfecting and packaging. In addition, KRONEN offers technical solutions for sectors such as meat and fish, bakery products, convenience and ready meals, dried and frozen products as well as pet food.

Today, the company based in Kehl at the Rhine in Germany has over 120 employees and a second production site in Achern, representations in more than 80 countries worldwide and delivers its products in over 120 countries around the globe.

With more than 40 years of experience in food technology, KRONEN considers it a major commitment to keep traditional values such as quality awareness, and focuses on a sustainable, holistic approach for the hygienic and safe production of healthy food. KRONEN aims at being a think tank, creating innovative

solutions in line with the customers' needs and for their benefits. In close cooperation with industry and research, it ensures a high consulting and planning expertise.

For further information please visit: www.kronen.eu

About SPRK.global GmbH

The Berlin-based impact start-up SPRK.global is digitalizing the food supply chain and helping to significantly reduce food waste in the supply chain and the corresponding damage to the climate. The work carried out by the start-up focuses on the start and middle of the supply chain, where around 60 percent of global food waste already occurs.

To master this challenge, SPRK.global is building a KI-controlled distribution platform. The aim: to achieve rapid and needs-based redistribution or processing of excess yet top-quality food while systemically considering commercial partners, processing companies, and NGOs as buyers and recipients. By rapidly bringing together supply and demand with a digital tool, SPRK is significantly improving the efficiency of the supply chain and thus facilitating a reduction in the overproduction of food in the long term. In close cooperation with the stakeholders in the supply chain, SPRK is establishing a closed-loop circular economy for the food sector, saving resources, and protecting the climate by avoiding unnecessary CO2 emissions as a result of its work. When pursuing its goals, the start-up places a strong focus on the Sustainable Development Goals of the United Nations.

With its technological approach, SPRK 2020 achieved first place worldwide in the largest "tech for good" competition, the XTC Extreme Tech Challenge, for sustainable start-ups (in the category of "Smart Cities") and was nominated for the German federal prize "Too good for the bin!" "Too Good for the Bin" (in the category of "Digitalization").

For more information, please visit www.sprk.global

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Redistribution of high quality surplus food along the supply chain**



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