

PRESS RELEASE

FLAX&KALE, ALBERTS, AND CUPFFEE, WINNING STARTUPS OF THE “AREAS FOR CHANGE CHALLENGE”

Areas has selected one Spanish and two international projects to address global sustainability, gastronomy, and digitization challenges in the sector.

Barcelona, March 28th, 2023.

Areas is a leading company in the food&beverage and travel retail industry, specialized in managing restaurants and retail stores located in airports, train stations, and travel plazas across 10 countries.

As part of its global ESG strategy, "Areas for Change," which focuses on people, the planet and the future of travel, the company has partnered with Eatable Adventures, a major foodtech accelerator, to launch the "Areas for Change Challenge" project. After a thorough selection process, Areas has identified the top startups that will participate in this initiative.

The '**Areas for Change Challenge**' project, launched by Areas at the beginning of the year for the international entrepreneurial community, aims to find feasible solutions that respond to the company's own challenges for the upcoming years, as well as those of the Food&Beverage and Travel Retail industry, focusing on three categories: sustainability, gastronomy, and digitization.

Eatable Adventures, a renowned foodtech accelerator, reviewed over 70 applications from startups in the United States, Europe, and Asia and selected 37 exceptional projects as finalists. After rigorous evaluation, only 9 of these top-notch startups made the cut, and ultimately, three winners were chosen, each representing a different category: sustainability, gastronomy, and digitization.

- **Flax&Kale**, a Spanish healthy, innovative, and sustainable food company, originally from Lleida, which offers flexitarian gastronomic experiences, has been selected in the **gastronomy category**, as a partner to develop new foodtech (plant-based) products to meet the expectations of most demanding travelers.
- **Alberts**, a Belgian company that develops robotic solutions for fruit and vegetable shakes, smoothies, and creams, has been selected in the **digitization category**, for offering a healthy and sustainable proposal that involves optimization, digital transformation, and robotic food technology.
- And **Cupffee**, a foodtech company that creates edible and biodegradable coffee cups that do not alter the taste of the drink, has been selected in the **sustainability category**, for its circular proposal.



These companies will have the opportunity to work with Areas, access its international network, develop a pilot program in one of the points of sale, and participate in the company's commercialization strategy.

The chosen startups were welcomed by Areas at a special event hosted at the company's global headquarters in Barcelona. During this event, the entrepreneurs were given the opportunity to present their proposals in detail, showcase their products, and engage in one-to-one meetings with both the projects' teams and Areas' global management team. This face-to-face interaction enabled the startups to show their skills and build a rapport with the decision-makers at Areas, fostering a collaborative and mutually beneficial relationship.

About Areas:

Established in 1968 in Barcelona (Spain), the company has become a global leader in the Travel Retail and Food & Beverage industry. Globally, the company operates in 87 airports, 236 service areas, and 80 train stations across 10 countries. Areas serves 350 million customers annually in 1,900 restaurants and stores located in major communication hubs, trade fairgrounds, and amusement parks.

Press Contact | Roman:

Victor Palacio: v.palacio@romanrm.com
Carla Buj: c.buj@romanrm.com
+34 677 782 370

About Eatable Adventures:

Eatable Adventures is one of the world's leading food technology accelerators, with over 36 corporate programs annually, a deal flow of 2,200 foodtech startups analyzed each year, and operations on 4 continents. The company identifies, promotes, and invests in the most disruptive startups that promise a significant impact on the agri-food value chain, through successful collaboration models with corporations in the food industry, generating innovation opportunities in line with their strategic and business challenges. Eatable Adventures has developed an entrepreneurial ecosystem in the food sector through a global community with more than 25,000 members and multiple programs that bring together industry, investors, universities, governments, and entrepreneurs around food innovation.

For more information:

Fiamma Badoglio (+34 628 520 344) - fiamma@eatableadventures.com

