

Beat: Business

## **FRENCH ELIOR GROUP AND 33 ENTREPRENEURS BACK FOODTECH INNOVATION**

### **BRING 2 BEST U.S. START-UPS TO FRANCE**

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**USPA NEWS** - French Elior Group and 33entrepreneurs Back FoodTech Innovation and Bring San Francisco's Two Best Start-Ups to France. Partners in the first Bon Appétech conference, in San Francisco, are committed to seek out and support the most innovative projects in FoodTech, a burgeoning sector...

French Elior Group and 33entrepreneurs Back FoodTech Innovation and Bring San Francisco's Two Best Start-Ups to France. Partners in the first Bon Appétech conference, in San Francisco, are committed to seek out and support the most innovative projects in FoodTech, a burgeoning sector which combines culinary traditions with new technologies. Were selected the two winning start-ups, Feeding Forward and Industry, out of around one hundred candidates with innovative projects, products or services in competition.

Each winning team was awarded a cash prize of \$100,000 and, as of March 2016, will receive three months support delivered by a team of Elior Group experts to develop their project within the 33entrepreneurs start-up accelerator in Bordeaux (France).

- 'Feeding Forward', a Californian start-up specialized in the fight against food waste, has designed and developed an application that connects professionals operating in the food, distribution and event-management sectors which generate surplus food, with charity organisations. Feeding Forward's original business model offers motivating tax breaks to professionals with access to the Company's platform.

Thanks to this initiative, 600,000 people in need in the San Francisco Bay area received food packages. The objective of company founder, Komal Ahmad, is to expand the reach of Feeding Forward's services, initially to Europe and then to the other continents.

- 'Industry' is an innovative social network designed to address the particular needs and demands of professionals in the catering industry: it is at once a professional social network and a platform to showcase the skills of all those involved. Based on the LinkedIn model, it is tailored to meet the specific functions of this profession.

The two start-ups, Californian companies 'Feeding Forward' and 'Industry', won over the members of the jury, with as presidents Kevin Camphuis, FoodTech partner of 33entrepreneurs, and Philippe Salle, CEO and Chairman of Elior Group.

Source :French Elior Group

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