

Yindii unites 200,000 Hongkongers to fight against food waste

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Yindii, a leading app in Asia dedicated to fighting food waste, announced that over 200,000 people in Hong Kong have joined its mission to promote sustainability by rescuing surplus food while saving money. This milestone reflects the escalating dedication of Hong Kong residents to tackling a critical factor of climate change.

The concept is simple: food retailers sell surplus food in a 'surprise bag' at extremely attractive prices. Once downloaded, consumers can buy these deals through the Yindii app and pick up their purchases before the shop closes. This approach not only helps businesses reduce food waste and improve gross margins, but also provides consumers with access to affordable, high-quality food. It's a win-win-win for users, merchants and the planet.

More than 300 stores have already embraced Yindii's platform to curtail food waste and foster sustainability within their operations, including prominent global brands such as Pret a Manger, Eric Kayser, hanamusubi, Rosewood and City Super. By leveraging Yindii, supermarket, bakery, hotel or restaurant businesses fulfil their corporate social responsibility and align with the impending municipal surplus waste (MSW) policy, contributing to a greener future. Over 20 million HKD worth of food has already been saved instead of ending up in the bin, resulting in an offset of over 500,000kg of CO2 emissions.