

UAE's jalebi.io and Olive Gaea partners to combat global food waste

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UAE-based startups jalebi.io and Olive Gaea have announced a strategic partnership to combat the global food waste crisis, which is valued at \$1 trillion annually. Food waste significantly contributes to greenhouse gas emissions, accounting for nearly 8-10 per cent of global totals.

As the food and beverage (F&B) sector continues to grow rapidly, it faces the pressing reality that the environmental and economic consequences of food waste are increasingly urgent. Inefficiencies in supply chains and operational blind spots cost businesses up to \$100 billion each year while exacerbating climate change. Recognising the opportunity to tackle this dual challenge, jalebi.io, an AI-enabled SaaS platform aimed at optimising F&B operations, has teamed up with Olive Gaea, a climate-tech company that uses AI to drive decarbonisation.

The partnership, which was established at Hub71's Abu Dhabi's global tech ecosystem, brings together jalebi.io's innovative technology, designed in collaboration with seasoned operators to enhance in-house supply chain and inventory management, with Olive Gaea's expertise in measuring and reducing environmental impact. By combining their strengths, the two companies are committed to eliminating inefficiencies in F&B operations, enabling businesses to measure and mitigate their carbon footprint, and helping them monetise their decarbonisation efforts.