



Mondelēz International Announces Winners of First 'Future of Snacking' Awards at Seeds & Chips Global Summit

May 9, 2019

MILAN, Italy, May 09, 2019 (GLOBE NEWSWIRE) -- Mondelēz International's global innovation and venture hub, SnackFutures, today recognized two start-ups for their innovative snacking solutions to help support a healthier planet, at the Seeds & Chips annual Global Innovation Summit in Milan.

The sustainable snacking competition was held as part of SnackFutures' mission to create snacks that are good for people, kind to the planet and deliciously fun. Start-ups were asked to share solutions that could foster a more sustainable food system in areas such as food waste reduction, sustainable sourcing and packaging, alternative ingredients, circular and regenerative snack solutions and emerging technologies.

Among the six finalists, two start-ups were selected as the winners of the first SnackFutures "Future of Snacking" pitch competition. *Kaffe Bueno*, a Denmark-based start-up, upcycles spent coffee grounds from industrial coffee waste by transforming them into nutritious ingredients used in foods and wellness products. The other winner was *In-Code Technologies*, an emerging technology used to create edible, in-product traceability markers designed to improve food safety and increase consumer trust in the food supply.

"Sustainability is an innovation priority for SnackFutures because it's what consumers want. As the world's snacking leader, we're committed to growing our business and making our snacks the right way, with positive impact for people and planet," said Brigitte Wolf, Head of SnackFutures Innovation. "We were blown away by the commitment, creativity and passion shown by all six of the contestants and we're excited about the opportunities they are opening up for the future of snacking."

The contest was conducted in collaboration with Food Tank, a non-profit think tank and leading global voice on creating a better, more sustainable food system.

"We're happy to see SnackFutures call for more sustainable food ideas. It's important for food companies to do their part to advance a more sustainable food system and work with start-ups to help accelerate ideas that can have real impact," said Danielle Nierenberg, Founder of Food Tank.

The two winners will receive an opportunity to participate in an "innovation acceleration" workshop with Mondelēz International's experts.

"Being part of this experience was extremely valuable as it allows us to share, and get input, on our ideas for business from global companies like Mondelēz International that have the expertise and willingness to help us make a bigger impact on the world," said Juan Media, co-founder of *Kaffe Bueno*.

"The exposure and visibility is really important for start-ups who don't have large resources to raise awareness about the new types of technologies that can help advance a safer, more sustainable food system," said Joe Tilley, founder of *In-Code Technologies*.

About Mondelēz International

Mondelēz International, Inc. (NASDAQ: MDLZ) empowers people to snack right in approximately 150 countries around the world. With 2018 net revenues of approximately \$26 billion, MDLZ is leading the future of snacking with iconic global and local brands such as *Oreo*, *beVita* and *LU* biscuits; *Cadbury Dairy Milk*, *Milka* and *Toblerone* chocolate; *Sour Patch Kids* candy and *Trident* gum. Mondelēz International is a proud member of the Standard and Poor's 500, Nasdaq 100 and Dow Jones Sustainability Index. Visit www.mondelezinternational.com or follow the company on Twitter at [www.twitter.com/MDLZ](https://twitter.com/MDLZ).

About SnackFutures

SnackFutures is an innovation and venture hub aimed at pushing the boundaries of what's possible to create a snacking world that is good for people, kind to the planet and deliciously fun. Supported by an unconventional ecosystem of best-in-class internal experts and external partners around the globe, *SnackFutures* brings three core tenets of growth under one umbrella to accelerate innovation: invention of new brands and businesses; reinvention of small-scale brands with large-scale potential, and venture investments with start-up entrepreneurs. Check <https://www.snackfutures.com/> for more information on how entrepreneurs and partners can submit innovative ideas.

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