



**LUCA**

Italy

**ELENA**

Italy

**ZEYNEP**

Turkey

**SUYOG**

India

**LUZIA**

Austria



# WHEN DESIGNERS GET FUNKY

We are “Funky Alpacas”, bunch of cool designers from various parts of the world motivated with goals to bring Jar The Wise to reality and to rock it. We have come a long way from co-living ideas to a funky up food startup business. Our team of highly inspired people has been working on this project with all their hearts. From co-living we took a turn to future farming and then we realised there is a lot of food wastage, especially imperfect vegetables/fruits which never make it to the market. When we researched about this, it changed our lives (it really did), because it was no more a problem but a great opportunity to be explored. We set ourselves on the journey to give voice to these imperfects by also establishing our own. With utilising wide range of talents of Alpacas we were able to set up a service which not only uses the imperfects but makes them cool. The project then went on jamming with possibilities from bringing the veggies till delivering it to a defined target in Jar full of yumminess. The jar has played an important role from the packaging to inspiring us to think about possibilities of delivery of the food and forms. Speaking of the inspiration, the project was then named as Jar The Wise, crediting the wisdom. So basically, at Jar The Wise we turn imperfect vegetables/fruits to perfect food and then we serve it, respecting it's awesomeness.

This amazing book intends to give you enough direction to paint the service in your imagination wisely. The pages will reveal the processes, mechanisms behind the thoughts and prospect steps to be taken. We hope you will be funky up by it!

“Imperfect is the new funky”

-Jar The Wise





**WE MAKE  
THE INNER VALUES  
COUNT**



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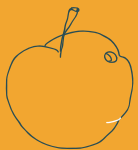
# WHICH FOOD ARE WE TALKING ABOUT?



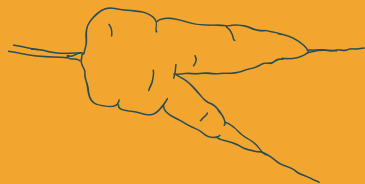
**OF WORLDWIDE  
PRODUCED FOOD  
IS THROWN AWAY EVERY  
YEAR.**

## 40%

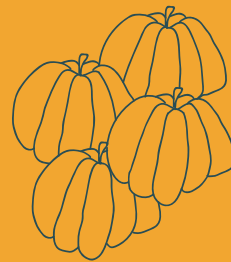
**OF THE WORLDWIDE FRUIT/VEGETABLE  
PRODUCTION IS THROWN AWAY  
BECAUSE THEY ARE**



too small



too ugly



too many

<http://www.repubblica.it>

1.3 billions tons of food are thrown away every year around the world. This number represent  $1/3$  of the global production and is for sure not new to all of us.

What probably is not so evident, is that half of this waste is produced by people in their homes, that just in Europe throw away 173 kg. The other half, is lost among the chain. In particular, 20% is wasted by producers and wholesale markets. This amount correspond to almost 3.5 billions euro of value, thrown away every year.

We refuse it.



## CASE STUDIES



To fight food waste, Intermarché, the 3rd largest supermarket chain in France, decided to sell (30% cheaper) imperfect greens “the inglorious fruits and vegetables”. Intermarché launched a massive global campaign to rehabilitate and glorify them, with print, billboards, TV, radio, PR, and Intermarché’s catalogues and social media platforms. The stores were re-branded “inglorious”, from floor to ceiling, and finally, for people to realize that they were just as good as the others, Intermarché designed and distributed inglorious vegetables soups and inglorious fruit juices.



The “Ugly Fruit and Veg” campaign uses funny, beautiful and amazing images of less than perfect produce in order to highlight the high percentage of all produce that goes to waste due to strict grocery cosmetic standards. On Twitter, Instagram, We Heart It and Facebook the campaign has a monthly reach in the millions from almost 200,000 followers in more than 190 countries around the world.



“Imperfect Produce” is a mission-driven StartUp that is creating America’s first major consumer brand for “ugly” produce. Its mission is to find a home for these misshaped fruits and veggies in people’s fridges by selling them for a 30-50% discount with a lovable, hip brand. They offer the cheapest and most environmentally friendly produce option, starting with their weekly veggy box delivery service.



“Daily Table” is a non-profit retail store that offers a variety of tasty, convenient and affordable food that otherwise would go to waste. They provide both “grab’n go” ready to eat meals, and a selection of produce, bread, dairy and grocery items all at prices that will fit with customer’s expectations, and designed to fit within every budget. Many of their items are prepared fresh daily in their own kitchen on site.



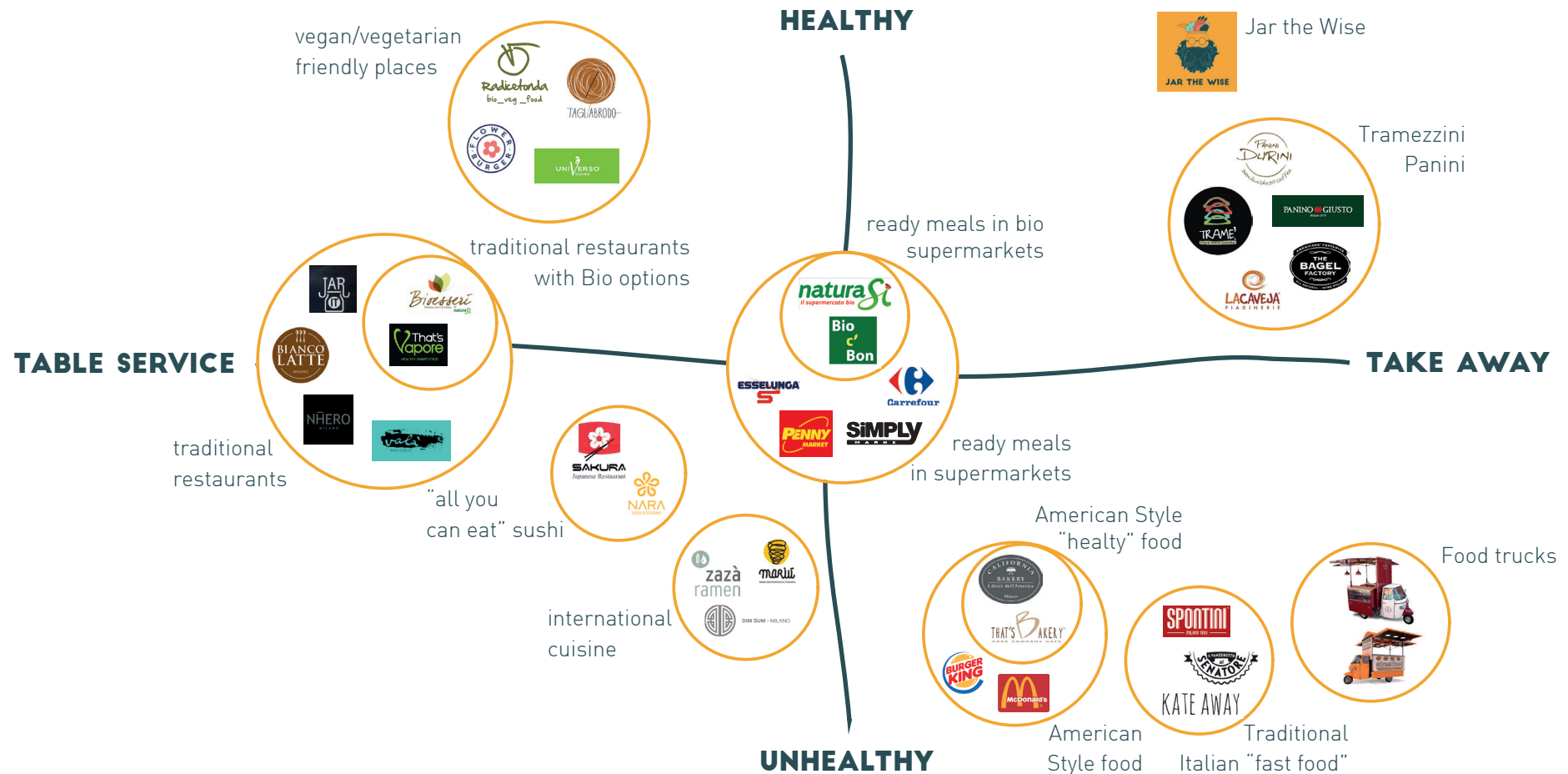
Recycled food, shared greenhouses and live concerts: this is how they attract customers. This restaurant, located in the centre of Copenhagen, is ruled by more than 100 volunteers, that cook and serve exceeding food coming from kitchens and supermarkets of the city. This no-profit activity fights daily against food waste and involves people of every age range. The “magic” word is sharing - sharing of spaces, sharing of the kitchen, sharing of the garden. Customers can eat together at very low prices and most important, socialize and chill.

**THIS IS HOW SOME PEOPLE DEAL WITH  
UGLY FOOD IN DIFFERENT COUNTRIES. WE  
WANT TO USE THE ONES IN ITALY! WE  
KNOW THAT THEY ARE A LOT, AND WE  
CAN TURN THEM INTO PERFECT FOOD.  
FURTHERMORE, HERE IN ITALY, WE HAVE  
A GREAT OPPORTUNITY: LUNCH!  
BECAUSE...**

**84%  
OF ITALIAN WORKERS  
BUY THEIR LUNCH EVERYDAY  
AND...**

**80%  
OF ITALIAN WORKERS CONSIDER  
LUNCH BREAK AS A RITUAL**

# COMPETITIVE LANDSCAPE GRAPH



Since we plan to launch the service in Milan – a metropolitan city full of offices and opportunities – we analysed the existing lunch break possibilities and clustered them according to ease of consumption and healthiness.

Doing so revealed, that there are many opportunities. However, the average showed that the healthier the food is – the less quick it can be consumed. This is why we position ourselves in an empty area to define precisely our consumer and offering.







## 2. WHOM ARE WE SERVING?

For making imperfect vegetables cool again we went on a rollercoaster ride to understand what is already happening around, be it some start-ups or giants, we spared no one. It was not only about food wastage but also about turning it into healthy presentable meal. We studied lot of case studies and also made those professional looking competitive landscapes which really helped us understand our scene.

The information we got from Italian statistics was awesome enough to sense that the trend about conscious consumption is on. Workers are embracing the healthy food philosophy and are taking careful steps. Lunch break is the time when it comes to food choices as well as chill times. We tried to study these aspects to go deeper in the process of understanding.

## WORKERS, SPEAK AS YOU EAT!

**60%** **PREFER SMALL PORTIONS FOR LUNCH**  
dynamic, want to stay light

**2.7%** **EAT JUNK FOOD**  
careful about health

## HOW DO THEY CHOOSE THEIR LUNCH?



**PERSONAL TASTE**

As an international team we will create various recipes around the world that could be appealing to different tastes.



**HEALTHINESS**

We prepare our soups from homemade recipes without adding artificial substances and preservatives. They are %100 healthy and natural.



**LIGHTNESS**

We studied perfect quantity of soup in order to make our customers feel well nourished and satisfied but not heavy, neither sleepy.



**QUICKNESS OF CONSUMPTION**

Our soups are offered in a wise jar, which is easy and safe to carry, perfect for take-away and consuming fast or slow according to preference.



**OTHER**

## EARLY ADOPTERS

### WORKING PEOPLE IN MILAN

#### CONSCIOUS CONSUMERS

People who care about the environment and take every step with a complete awareness regarding its impact in everyday life. They are trying to create less waste as possible, and they prefer to shop from bio-markets and consume fair trade goods.

#### HEALTHY LIFESTYLE

People who embrace healthy lifestyle. They go for smaller portions taking more into account the nutritional value of what they eat, rather than aiming at filling their stomach.

In terms of special diets an important fact is that, the number of people who follow vegetarian and vegan diets are increasing in general and particularly in Italy. They are looking for food suit to their diets.

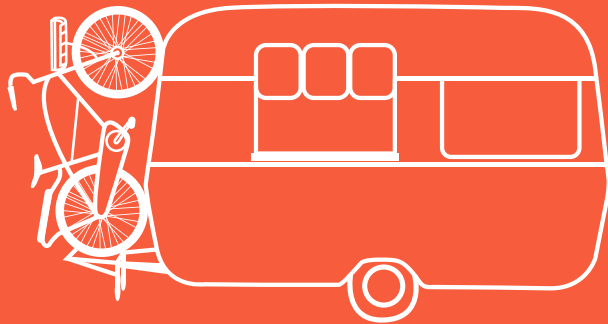
Those people read news/articles about healthy living, follow many pages in social platforms about healthy lifestyle.

#### SOUP LOVERS

No need to explain, they are people like us!

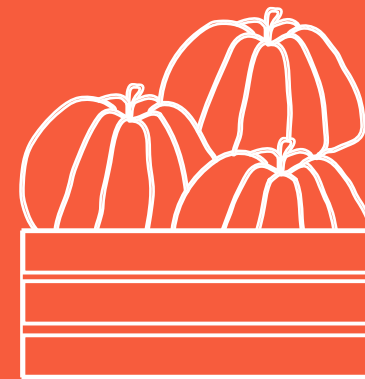
# STAKEHOLDERS

## JAR THE WISE



## FOOD PROVIDERS

Vendors at Mercato Ortofrutticolo Sogemi



As Jar the Wise, we have agreements with some of the vendors in Ortomercato to bring us the imperfect vegetables. When they are coming to the market, they are bringing the separated vegetables and fruits which are not matching with aesthetic standards, to the market from their farm or their partner farms. Three times a week, we go to Ortomercato to collect our vegetables and fruits.

The following pages will explain how we decided to build this kind of supply system.





## ON THE FIELD

To better understand the existing supply networks and to find out how to build our own, we went on the field. Interviewing many actors such as for example restaurants, supermarkets, take-away food places and farmers markets changed our perspective on the food sector.

### RESTAURANTS IN ISOLA AND AROUND MILAN

All of the bars & restaurants have very specific suppliers. They also just buy what they need according to their menu. They claim not to waste much. Some of them have flexible menus which they adjust according to the available food they have. (lunch, dish of the day, aperitivo).

### SUPERMARKETS IN MIILAN + VILLAPIZZONE MARKET

There are mainly law restrictions. Giving expired food away is just possible as a private person. Big supermarkets are worse than politicians — it is impossible to talk to them or get any information. Small farmers markets are very chaotic. It is hard to predict the supply or to create partnerships.

### MERCATO ORTOFRUTTICOLO SOGEMI

Restaurants are very unsteady because they pay very late (or not at all). It is better to sell directly to people.

What they can't sell the on one day - they sell the next day. They claim to have not too much waste. The fruit&vegetables they sell are already sorted and clean. Cutting and processing food that has already ugly parts can be very profitable. Sellers were open for cooperation and partnership.



## PROTOTYPING

The main aims of the prototyping session were to see how the supply chain could work and how the offering would be perceived. For this reason we partnered up with a local Farmer from Cassano D'Adda, Davide Baioni and a close-by restaurant called Marney.

Firstly we took vegetables from our partner farmer and brought them to the restaurant. To avoid health regulation problems, the restaurant owner suggested to cook for us. All we had to do was to provide him our recipe and be there during cooking. Like that the first Jar The Wise soup was born. After testing the quality and taste the Marney-team sealed the soup in our jars.

On the prototyping day we simulated our food trailer and set it up at Ovale in Politecnico di Milano Bovisa campus. To accompany our soup offering and to attract more people we prepared two types of bread (homemade Austrian bread, and crunchy zero waste bread) and two types of cheese (Parmigiano and Stracchino). Together with our presence and some funky music we opened our doors to the many students that were on the search for lunch. In less than one hour we sold all of our 40 jars – in exchange of a little donation.

To recollect the jars we set up boxes with friendly quotes on it (indicating to put them there once finished). Surprisingly, without any further explanation more than 30 jars came back. During the prototyping we also talked to people and explained them our general intention and idea. By that we collected instant feedbacks that were in average very positive. We also got many positive comments about how we presented the soup and our brand. All in all, it was a very successful experience that motivated us to continue with our wise jars.

## INTERVIEW WITH FOOD DESIGNER DAVID BORDOW

There is already a big buzz about imperfect produced vegetables & fruit. We can use that hype to promote our service. How to deliver the food to the customer is our main challenge. It should be perfect although it's street food. Subscription based business models are very well appreciated by investors. Because they give us a strategic advantage by providing a steady income. In this way the experience can be planned in a better way.













### 3. HOW DO WE ROLL?

From vegetables in the farm to the satisfaction on the face of consumer it's a long journey. Our contribution of delivering the service has been put in the form of offering maps on following pages. We have a timeline which helps us plan and act on the service wisely. We are paying attention to the experience of our customers by creating an amazing experience which you can see in the storyboard. This will help you understand how we roll at Jar The Wise.

## OFFERING MAP

### JAR THE WISE

#### HEALTHY FOOD

#### HEALTHY FOOD DELIVERY

Bike delivery in a small-radius area.

#### WEBSITE

Daily and weekly soups

Track the trailer's location

Healthy food recipes

Food waste articles and blogs

Register

- Subscribe to weekly/monthly packages.
- Subscription personal management (soups calendar)
- Pre-order

#### SOUPS

Special recipes from world cuisine in a wise jar.

#### SIDE FOOD

##### BREAD

Homemade bread from mountains of Austria

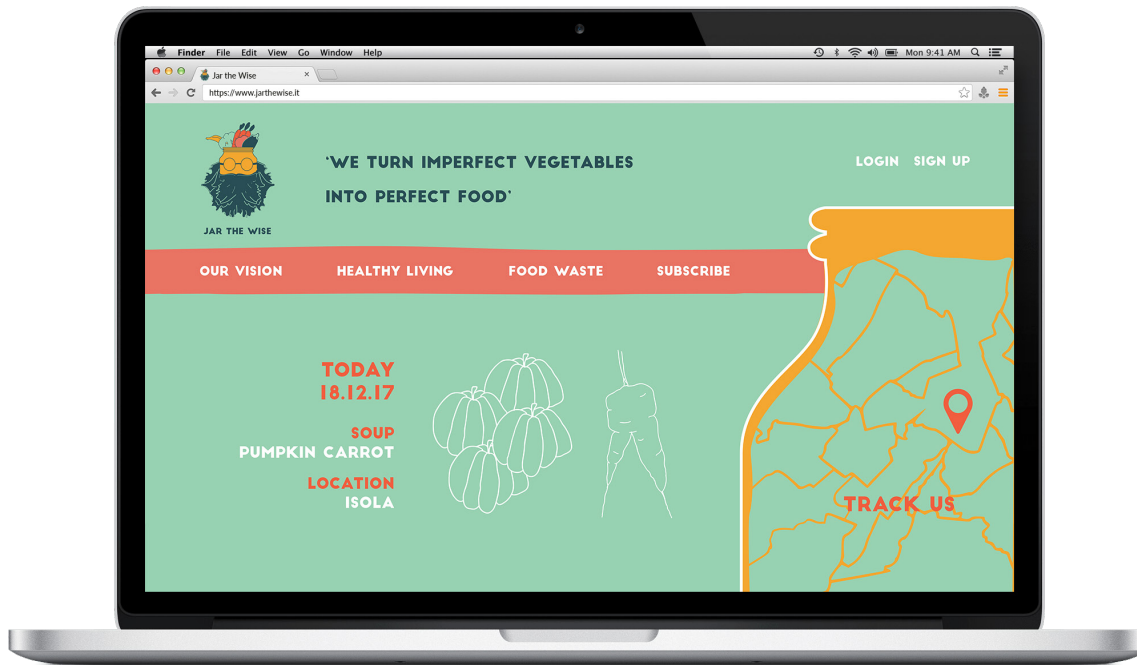
Crunchy bread for zero waste

##### CHEESE

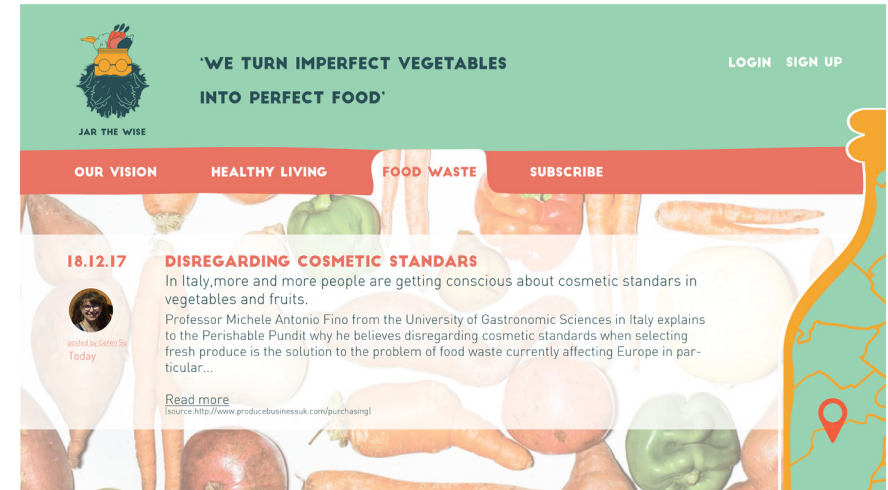
Parmigiano

Stracchino

# DISPLAY OF WEB



LANDING PAGE



BLOG POST ABOUT FOOD WASTE



SUBSCRIPTION SECTION

# TIMELINE

Collecting veggies  
from OrtoMercato  
with our trailer for the  
next day.

Bringing them  
to our Lab.

Cooking  
soups.

Sealing the  
soups in jars.

Releasing the  
soup & location  
of the next day  
on website.

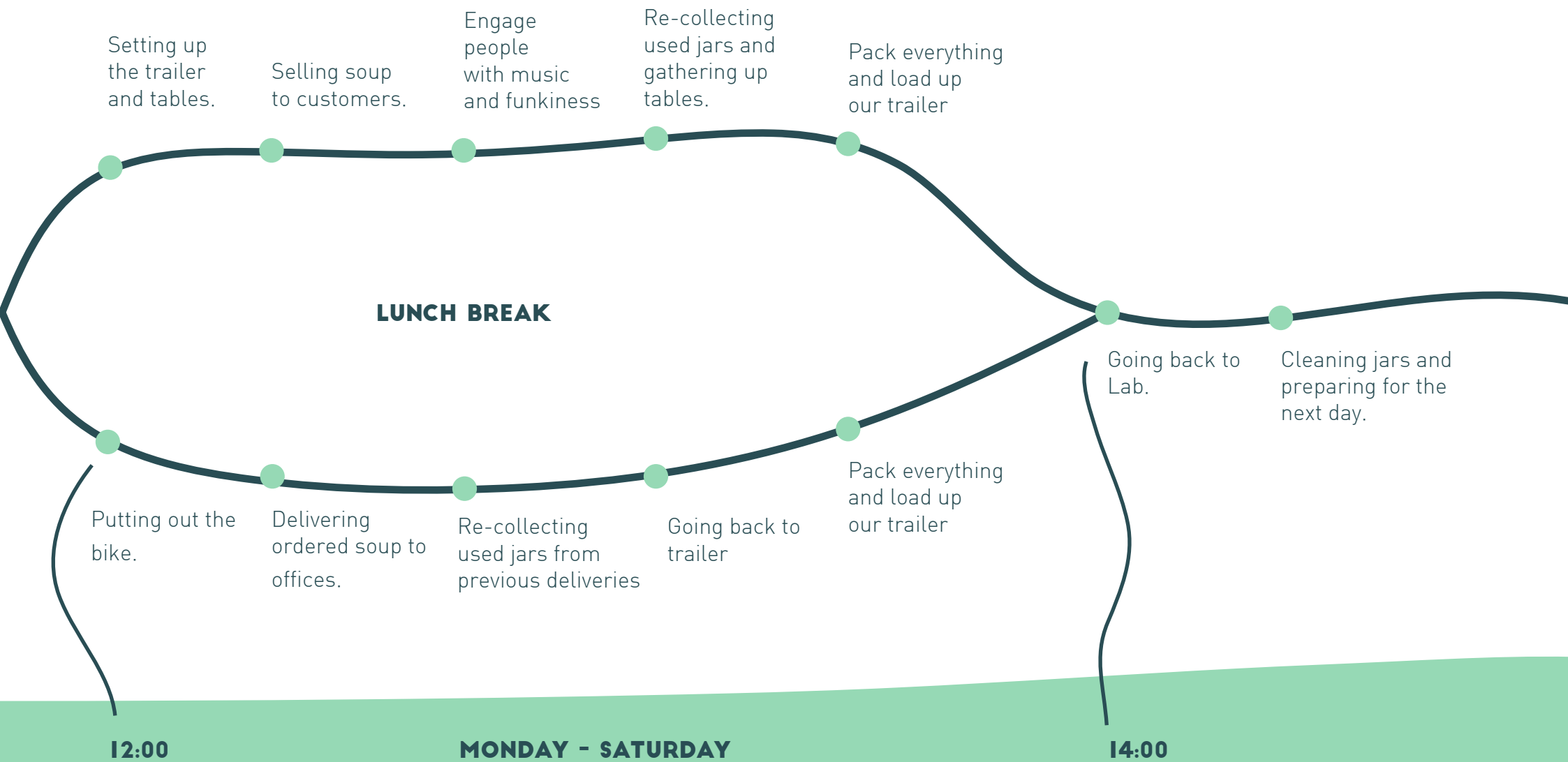
Prepaing soups  
of  
subscriptions &  
pre-orders.

Loading the soups  
on our trailer.

Driving to the  
location.

**3 TIMES A WEEK**

**3 TIMES IN A WEEK**



# STORYBOARD OF USER CASE



1

She gets know about Jar The Wise from he colleague.



2

Goes to the trailer in the lunch break and buys a soup.



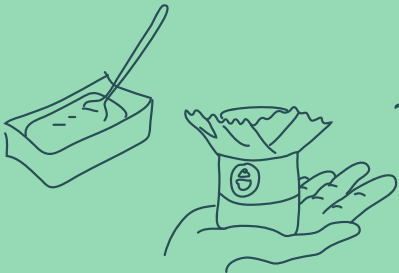
3

While waiting the soup warming, she chooses among the side offers.



4

She decides to take home made cereal bread.



5

Then she adds her favorite cheese on top of her soup: Stracchino.



6

She runs into a friend from office and joins him, they eat in front of the trailer.



7

After the soup, she gives the jar back and chooses to get espresso instead of a cookie.



8

Goes back to work freshed up and a full, healthy stomach.



9

She goes into Jar the Wise website. Checks the soups and locations for the week.



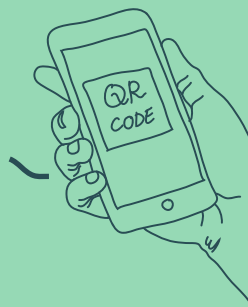
10

She pre-orders soups for specific locations.



11

Goes to the trailer on the days that she has her booked soups.



12

Shows her QR code from her phone.



13

Receives her soup without waiting a line.



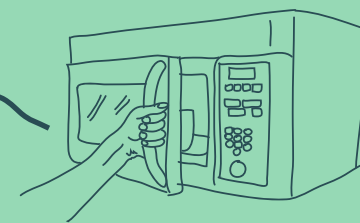
10

She subscribes for a weekly delivery package.



11

Gets her soup delivered in special Jar the Wise packaging.



12

Warms it up in the office kitchen and drinks in the office.



13

Gives her glass back in the next delivery and receive her voucher.





# WE TURN IMPERFECT VEGETABLES INTO PERFECT SOUPS

We are bunch of funky designers from various parts of the world, motivated to reduce the food waste by creating a strong sustainable service which sets out to turn imperfect vegetables to perfect food.

- JAR THE WISE





# TONE OF VOICE

Apart from being funky and cautious, our brand is all about relationships that are friendly ones. Our attitude is well depicted in our identity by addressing our playfulness and simplicity to explain the complexity of the world.

## COLORS

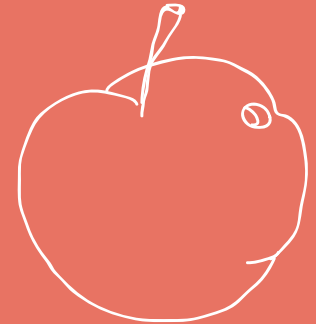
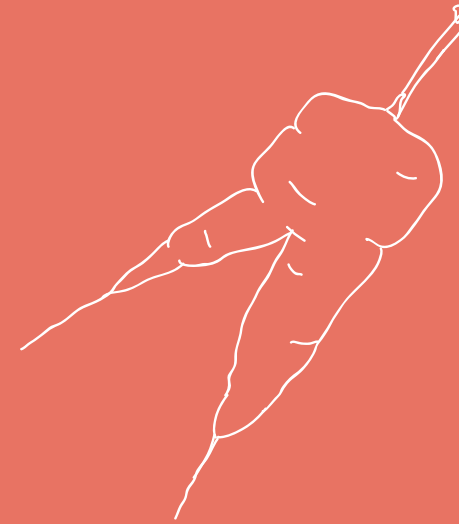


## FONTS

**BIG JOHN**

Dinling

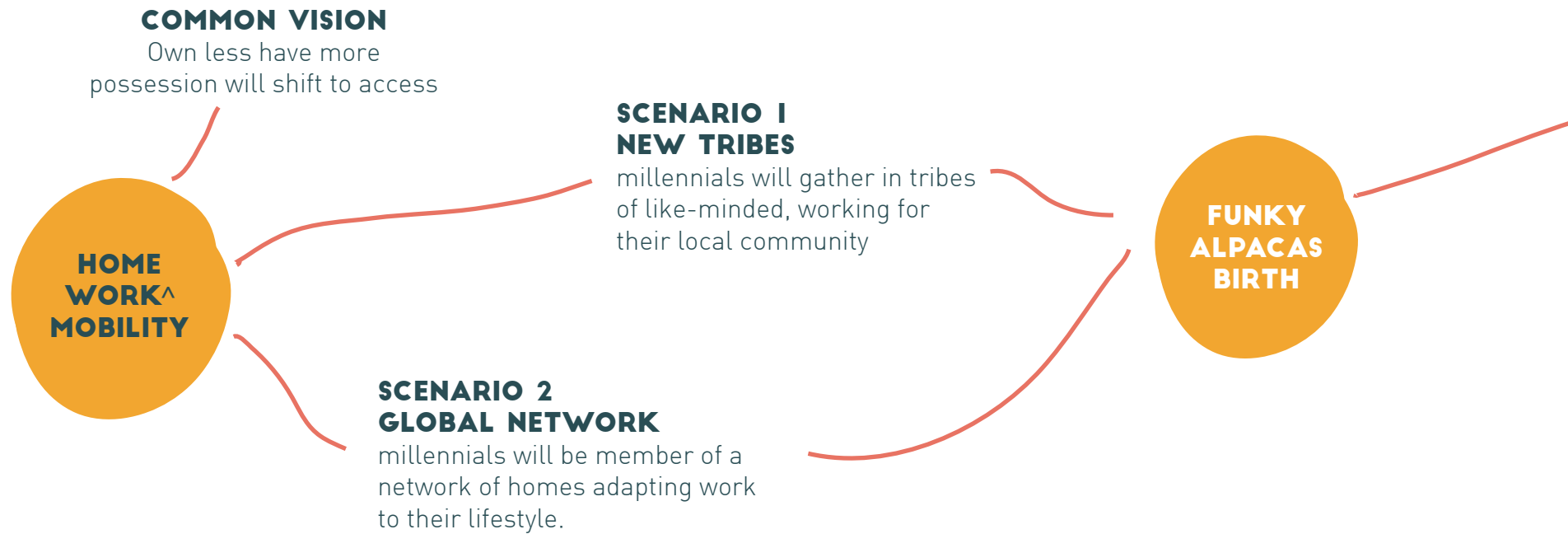
## ILLUSTRATIONS





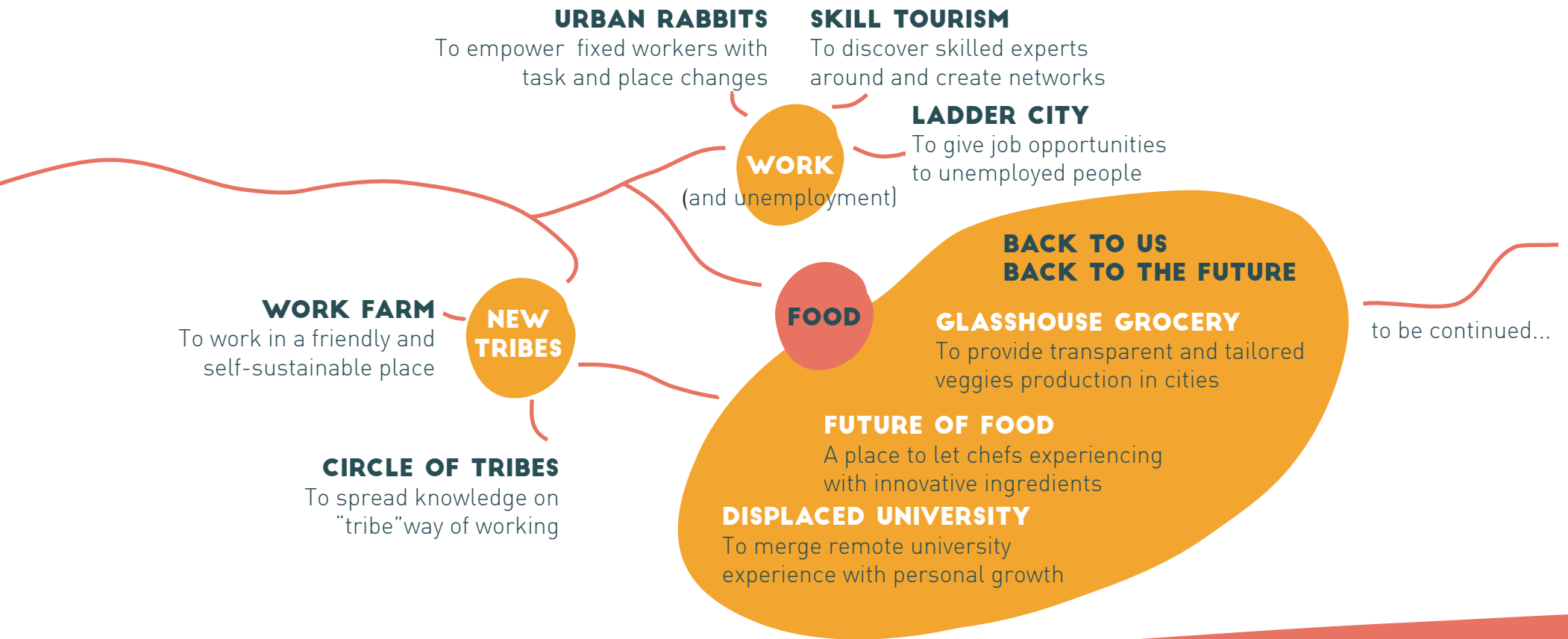


## PROCESS



### I. THE VERY BEGINNING

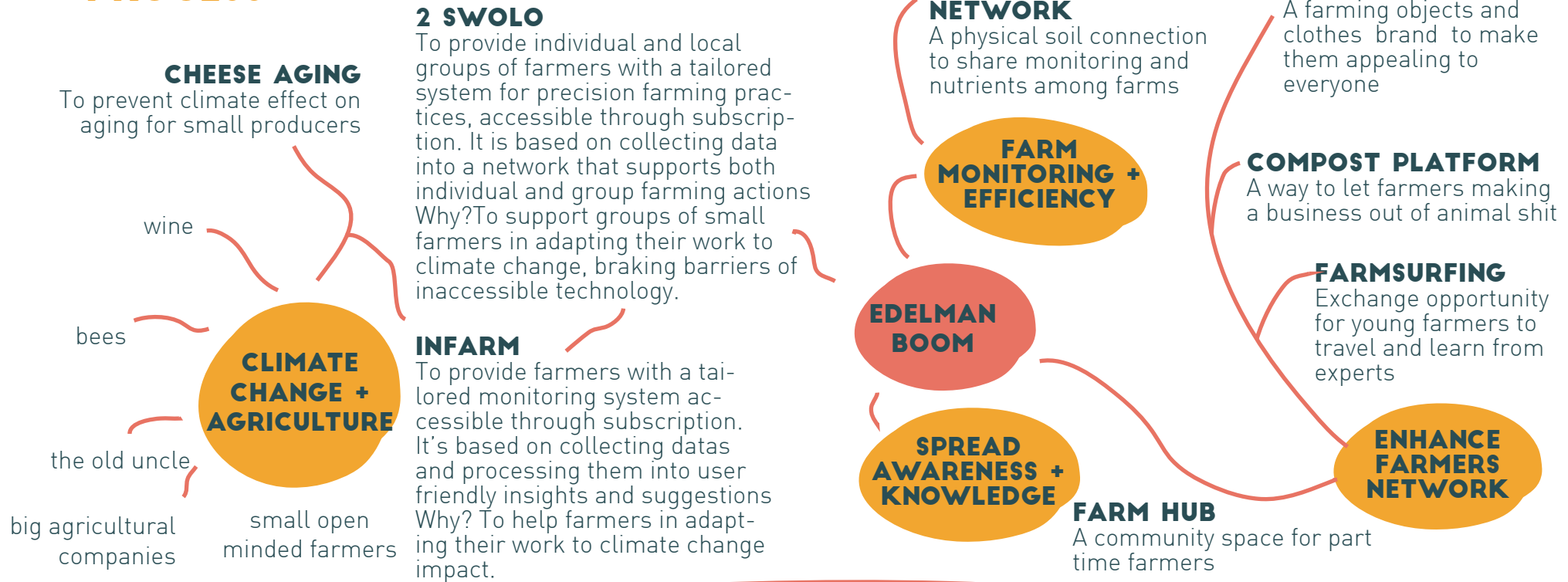
In the first step, we researched within the “regeneration” frame, According to this we created two opposite scenarios that match trying to understand how traditional and private behaviors will change their meaning in the future. Starting from our stories and Our choice - the local scale - has been guided by our personal passions, we investigated the future concept of living as young vision of the future as a group and also our interest as entrepreneurs, professionals and how it will be affected by new ways of working, moving and perceiving home.



## 2. THE CONCEPT DANCE

Starting from research results and scenario, we worked not only on assumptions and insights but also on what we haven't considered, brainstorming as many ideas as possible to set a concept direction. In this phase we looked for the quantity more than the quality of ideas. We went into many ideas and we got lost in broad areas. This made us very confused but let us considering some missing points of the first part, like the dark side of the future of work (unemployment) and other facts (the evolution of food).

## PROCESS



### 3. CONCEPT REITERATION

This was the first moment in which we have been brave in changing. According to all the concepts explored and the insights generated, we worked as individuals to increase the quality of ideas. When in group, instead of selecting an idea, we generated a new charming ones with spot on elements from the others.

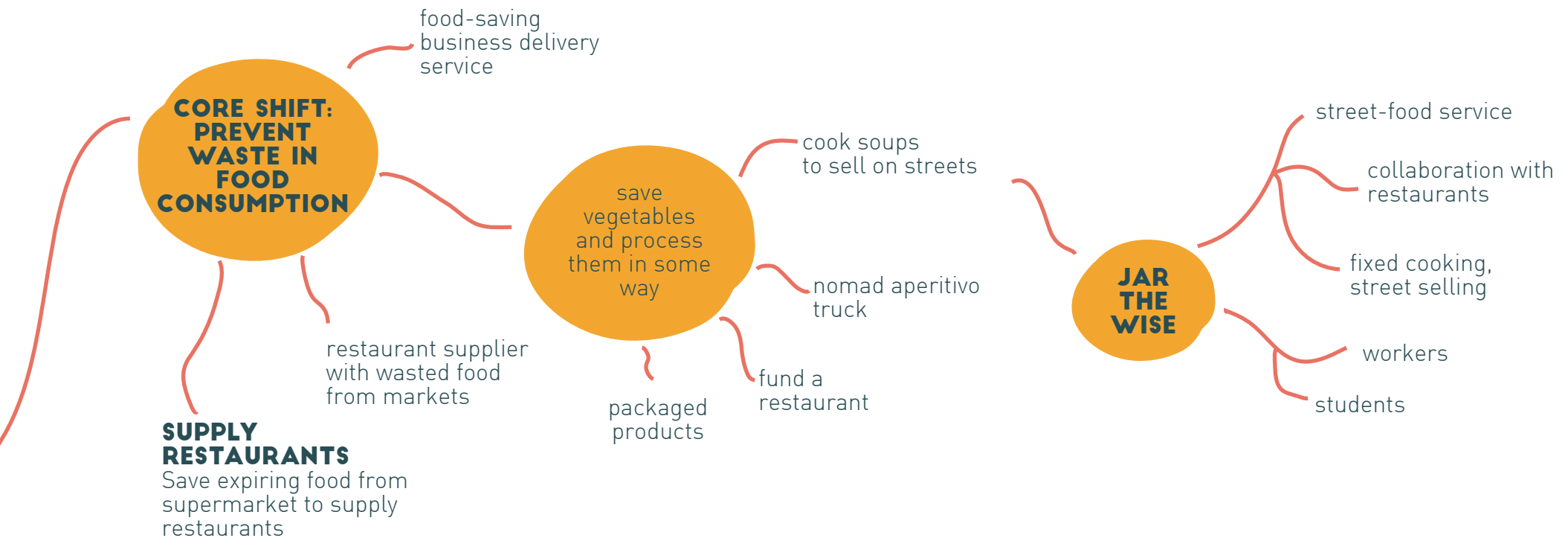
From reflections on future of food and unemployment, we reached the problem of climate change, that will be a big future concern - and a fact - for farmers and food production industry. We than went deep with a specific target and we refined a specific concept for it, immediately going on the field to check

### 4. BLACK AND WHITE HORSE

Mr. Edelman let us experimenting many design tools to generate ideas and reflections from conversation, so we started to put in practice different shift levels to our concept, generating new promising ones. And here we have been brave again in taking the risk to explore a different path, riding the black horse.

Among the new huge amount of concepts, we went for the most radical shift, embracing a new core idea: from climate impact in future food production to waste impact in present food consumption. We chose this because of its big social impact and also for its coherency with our previous personal reflections. We immediately felt that we could really make an impact by working on this concept.





## 5. HANDS ON THE REAL WORLD

From this point on, we worked a lot on the field in order to reassure our idea with the reality, understanding how the existing food system was working, which could be the actors to involve, the stakeholders to point out and how.

We initially focused on the distribution network because of its big impact on the waste amount, acting as a connection between supermarkets and restaurants. Going deep with field research we understood the business uncertainty and the inaccessibility of this scale for us. We finally decided to focus on veggies and spend our efforts in finding a unique way to process them by ourselves, going back again to who we are.

## 6. JAR THE WISE

The final rush was again about field actions and adjustments according to feedbacks. We kept on collaborating with our partners to refine all the details of the concept through prototyping. Our design skills made the rest, to put in evidences all the intentions.

Our final choice went for perfect soups from imperfect vegetables, selling them in jars during the office lunchbreak. Soups, more than other alternatives, are perfectly fitting our aim. Going deeper with the system, we decided that our startup, (instead of partner restaurants) would be the ones producing the soup.

All in all, we know that there is a big jump from our beginning and our result, but within each step during the journey there has been a small brick that is finally present in our final building.



## 6. TECHNICALITIES

Be it our jars or delivery methods, we think there will be many changes happening in the world and we will always be ready to keep up with the pace of it. Our imagination has no limits and we would make drones deliver our products with the same funkiness if world asks to do so. But at the end of the day simplicity over complexity, when it comes to experiences of our customers.

# TECHNICALITIES - TODAY

## HIGH CAPACITY VEHICLES - TRUCK AND TRAILER

We need for sure two big vehicles for logistics and selling. A commercial truck and an unfurnished trailer. Both accessible technologies, as we don't need to cover long distances in logistics and neither cooking in our trailer.

## LOW CAPACITY VEHICLES - BIKES

For the small radius delivery in the urban jungle we have to be as agile as possible, as we promise to be fast. For this reason we will need medium-high performing e-bikes: lightness, durable materials, comfortable for riders.

## COOKING EQUIPEMENT

We will be really careful also in the quality and efficiency of things we use to produce soups: professional kitchen, furniture and tools. More than technology, here will be important the collaboration with the chef to choose properly.

## ELECTRIC BOILER

To heat soups on our trailer, we will need efficient heating system that could be also continuously working without consuming too much energy: a simple electric boiler.

## GLASS JARS

Common glass jars suit perfectly to our requirements: screw closing, proper proportions to be handle, sustainability.

## WEB PAGE

It will be a simple interface with informations, map links, personal page and e-commerce option. Technology is already established but will need a professional to be developed and managed properly.

## INGREDIENTS

By now, we use imperfect fruits and vegetables.

We may add a few ready-made ingredients such as Parmigiano cheese or bread.



# TECHNICALITIES - IN 15 YEARS

## HIGH CAPACITY VEHICLES - TRUCK AND TRAILER

There will be electric self driving trucks, since, as a company whose main aim is to avoid waste in order to spread sustainability and save resources, this is the most appealing choice.

## LOW CAPACITY VEHICLES - DRONES

Will be the main means of delivery in 15 years. They are already used in many fields such as security and for taking pictures from a high position.

## COOKING EQUIPEMENT

We will for sure rely on smart machines , tools and furniture: everything will collect and elaborate datas to make our work more and more efficient and careful to quality details

## HEATING SYSTEM

There will be a heating system for the soups. In 15 years, it could be the a circular system that sustains itself reusing the trailer as a source of renewable energy.

## PACKAGING

Nowadays we believe the glass jar is the best option in terms of sustainability and durability of the food.  
What about using some new and futuristic material?

## WEB PAGE

The virtual experience in 15 years will be much more immersive. People will have the possibility of perceiving smell, taste and flavour even befor buying.

## INGREDIENTS

Fruits and vegetables are not the only categories of food which are wasted every day, unfortunately.  
We will expand our company and make our product portfiiolio wider and wider.



## 7. TEMPORARY LEAN CANVAS

<b>PROBLEM</b>  <p>Too much good fruits and vegetable is unsold (and thrown away) because overproduced or aesthetically imperfect for the market.</p>	<b>SOLUTION</b>  <p>Collect imperfect vegetables from medium-big producers / wholesale markets and process them into soups to be sold near to workplaces during the lunch break.</p>	<b>UNIQUE VALUE PROPOSITION</b>  <p>The best combination of a daily healthy lunch and an impactful action for the future</p>	<b>UNIQUE ADVANTAGE</b>  <p>Fast and healthy food Smart product packaging Purchase alternatives (buy at the truck, pre-order online, subscription-based package) Place flexibility</p>	<b>CUSTOMER SEGMENT</b>  <p>Urban all-day workers: people that need to buy food during the lunch break.</p>
<b>+ OPPORTUNITY</b>  <p>Imperfect fruits and vegetables are cheap in purchase</p> <p>The healthy lunch break market in Italy and Europe is growing a lot.</p>	<b>KEY METRICS</b>  <p>Soups sold Number of subscriptions Media participation and engagement Number of supplying partners.</p>	<b>HIGHLY LEVEL CONCEPT</b>  <p>Perfect soups from imperfect vegetables</p>	<b>CHANNELS</b>  <p>Website / e-commerce Social Media (Facebook, Instagram, YouTube) Events Street Ads (branded trucks, bikes, packaging) E-mail Wholesale markets</p>	<b>EARLY ADOPTERS</b>  <p>People conscious about healthy food in terms of nutrition.</p> <p>People conscious about critic food consumption and sustainable behaviours.</p>
<b>COST STRUCTURE</b>  <p>Rent a laboratory</p> <p>Buy vehicles (1 bike and 1 truck)</p> <p>Buy equipment (cooking and selling)</p> <p>Buy Vegetables &amp; Jars</p>			<b>REVENUE STREAMS</b>  <p>Sell soups</p> <p>Direct selling</p> <p>Subscription fee</p>	
<p>Web/media developement and management</p> <p>General management and administration costs</p>				





## 8. LET'S GET DOWN TO BUSINESS

Usually businesses start with money and ends with the users but we are reasonable, logical and aware designers who care about users first. That does not make us neglect financial part of the project. We dipped ourselves in the analysis to understand the investments, spendings and earnings. We got a good perspective on the project which you can see in the pages to come. These data that were essential for us to develop the project in order to put food on the table while literally putting food on the table.

# BUSINESS MODEL SUMMARY

## HYBRID STRUCTURE

Since Jar The Wise is neither a street food start up nor a food delivery one, it is based on an hybrid and flexible structure that takes elements from both of them. First of all, we decided to sell on the street but to cook in a Lab. This allows to store and produce more products, that would be impossible with a more traditional on-wheels-kitchen. At the same time, the small radius delivery system allows to sell these products targeting more customers and empowering many purchase alternatives.

## SUPPLY NETWORK

One strength of the model is the partnership with its suppliers. The main source of primary goods will be medium and big producers: farmers or farming companies that are currently supplying urban wholesale markets. They bring fruits and vegetables every day from all over the country, producing a lot of waste. We will previously agree with individuals to collect imperfect products directly on the market. Our model will be strongly based on this network of partners that aim to manage correctly the goods' flow.

## NOMAD APPROACH

The nomad approach is really important in terms of business, because it allows to plan carefully the selling strategy according to customer needs and reactions. In this way we can also adjust our movements on specific occurrences like big business events or particular occasions in precise work areas. At the same time, nomadism is an important communication channel that keep us constantly interacting with people and engaging them.

SELLING  
PRICE  
**5€**  
+50C EXTRA  
CHEESE

## PRODUCTION COSTS PER SOUP

### NAPKIN

0,01 €

### PACKAGE RING

0,01 €

### ENERGY/TRANSPORT

0,2 €

### JAR

0,1 €

### PRIMARY GOODS

0,43 €

### SALARY

0,74 €

### SPOON

0,04 €

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### TOTAL

1,53€

### + EXTRA CHEESE

0,1 €

## COST PROPORTIONS (3 YEARS)



## FIRST INVESTMENT



**78'500€**

Investment necessary to start the first year of business assuming that we will sell 600 soups a week .



## 9. SPREADING THE WISDOM

It is all about how we let our strong voice across by making it even stronger and relatable. By informing people about food waste or by helping them to know about healthy food habits, we want to begin with awareness. We use imperfect veggies/fruits for creating awesomely healthy food, and we want people to know that to be part of this celebration. We are set with our strategy to hit the planet beginning from one city at a time. We have 3 main goals behind the strategy, 3 steps. We are working on content made for specific media as well as target audiences. The following matrix shows how we push aspects when it comes to audience. We are using variety of media, tools, people to get the message across. With channels ranging from social media, features on online forums, shout outs from influencers to physical events like awareness talks and pop up stores we will reinforce our communication tool arsenal. Apart from our own website, our jar as well as food trailer will be a medium to start the conversations too. Media mix represents how we plan to go about the campaign from pre-launch phase, coming soon phase to launching and post-launch phase. Our aim is to get people involved mentally and emotionally with us in order to maximize their faith when we launch and then converting their faith into a trust creating loyal customer relationship. This will help us grow bigger and spread around. Campaign is already on, let's celebrate!

## GOALS OF THE STRATEGY

### INFORMATION

Awareness:  
Vegetables/fruits wastage  
Helthy food  
Sustainability  
Food for the transforming  
generation

### INCLUSION

Turning curious to customer  
Community building  
Loyal customership

### INTRODUCTION

"JAR THE WISE"  
Service and the values  
Sneak-Peaks  
Talks  
Pop-up stores  
Launch



## CONTENT ACCORDING TO AUDIENCE



### VEGETABLE WASTE

### SUSTAINABLE CONSUMPTION

### HEALTHY FOOD

### LUNCH BREAK HABITS

#### HEALTHY LIFE



#### SUSTAINABILITY



#### WORKERS



# CHANNELS

## SOCIAL MEDIA

### INSTAGRAM



### FACEBOOK



## FEATURES

### ONLINE FORUMS



### HAPPYCOW



Apart from our own social media content we plan to cooperate with existing platforms and influencers that reach our target. From BuzzFeed articles that create awareness about food waste to YouTube features of known bloggers and influencers – the wisdom will be spread through various channels.

### INFLUENCERS



Moreover, we will put a lot of effort to be featured positively in rating-platforms such as Yelp, Tripadvisor,... But to be even more specific we will target specific platforms such as for example HappyCow – a vegan/vegetarian friendly rating website.

## HOW TO ENGAGE OUR AUDIENCE



### EVENTS

#### **AWARENESS TALKS**

Talks related to sustainable consumption and minimal wastage followed by introduction to Jar The Wise

#### **POP-UP PROMOTIONAL STORE**

Fa la Cosa Guista fiera, Milan  
Design week, Milan  
Street Art , Milan  
Street food parade, Base, Milan



### COLLABS

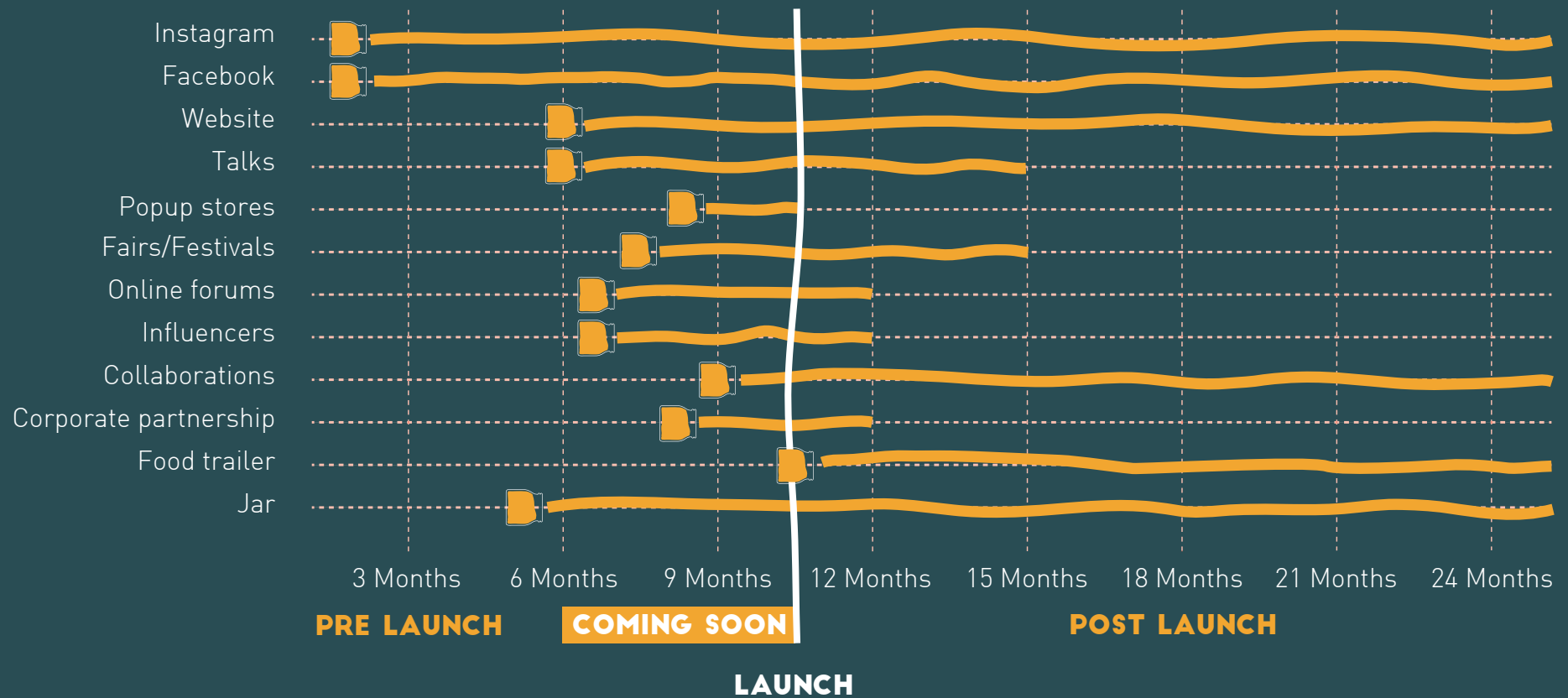
#### **CHEFS**

From creating recipes to having them involved as a media for the brand. We will improve the publicity of the brand and also of the chefs themselves.

#### **CORPORATE PARTNERSHIPS**

Having a few companies on board we can promote Jar The Wise already a little before the Launch and create a buzz about it as the perfect lunch break solution for their employees.

## MEDIA MIX



## SCALABILITY



By the trust gained from customers over time we would like to leverage Jar The Wise to the new heights. From one trailer to multiple trailers, from one city to multiple cities, from one country to another and then from Earth to ...

Nothing is impossible, but we believe in one step at a time. By focusing on one city we want to create strong relations with our customers, making the service reliable and perfect for scaling up. Then we would be jarring up nearby cities. By understanding the demand, and the supply of our beautiful imperfections, we will

either enlarge the lab or create more of them. By understanding the buying habits, we will decide the selling practises, whether to increase the trailers, delivery systems, online selling or stores. This journey will also include wide range of products and services. Once we are wise enough in Italy, we would love to go on a voyage to other countries again taking one step at a time considering all the factors. It's always about relationships and jar the wise will grow up on the basis of these relationships, be it a supplier, customer or even people working with us.

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## 2. WHOM ARE WE SERVING?

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## 8. LET'S GET DOWN TO BUSINESS

For further numbers - check our excel spread sheet in the digital annex.  
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