

HORECA related activities

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Hungarian Food Bank Association



Double goal

- Entering the HORECA segment (not new)
- Finding a solution for smaller volumes



Quantities/sectors/logistics models

	Processing & retail	HORECA	Logistics model
Big quantities	Large companies + large stores ✓	Large events	Centralised
Medium quantities	Midsize retail stores, some bakeries ✓	Schools, Hotel events, malls, big canteens, hospitals	Direct distribution (facilitated)
Small quantities	Small stores, bakeries	Restaurants, small canteens, patisseries, hotel breakfasts,	B2C (application based)

Frequency dimension of logistics: regular / occasional



Large events

- Occasional – needs information for „stand-by”
- Packaging on-site, transportation, blast chilling
- 100 – 3000 portions at one event



Mobile blast chiller

- Possibility of immediate cooling



Interesting finding

- Cold room + ventilator acts like a blast chiller



Schools

- Serving kitchen but no re-heating
- Regular(~retail) – fix recipient organisation (with logistics)
- Installed blast chillers – ROI in 6-8 weeks



Small events

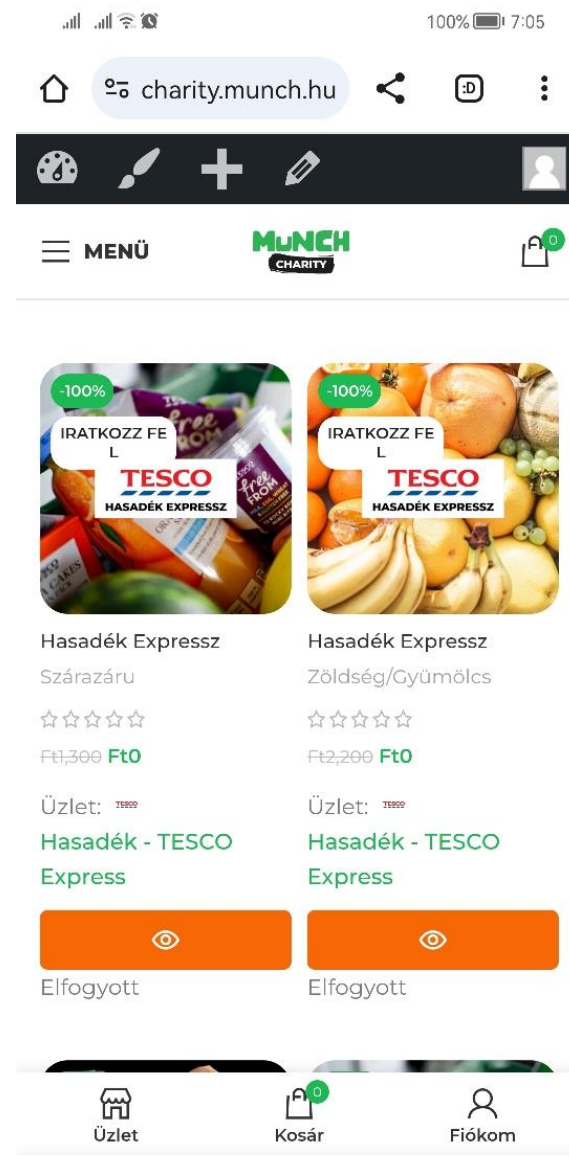
- Occasional
- Putting blast chillers at the Charity side
- Logistics mgmt
- Volunteers
- Food runner service



B2C



- Partnership with Munch
- Discount – donation hybrid
- Free of charge recipients authenticated and managed by HFBA partner charities
- New challenge: D&I
- Pilot running since July



Key success factors

- FSA support is key in gaining trust of HORECA actors
- Make it as easy as possible for donors (packaging material, SPOC, manpower if needed)
- Synchronised growing of supply-demand-logistics
- Agile IT platform



Exploitation chain of EU funded projects

- HORECA donation guidelines developed within the FUSIONS (FP7) project
- National guidance developed within the iREXFO (LIFE) project
- Issued by the HU FLW Platform - launched within the REFRESH (Horizon) project
- Implementation within the HORECA-FOODWASTE-RED (SMP) project



Thank you for your attention!

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