

Radial teams up with Foodello to fight food waste

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Radial, part of bpostgroup, has teamed up with Foodello, a market leader in the fight against food waste. It is the first time Radial has signed a fulfillment contract with an online supermarket. All Foodello online orders will be processed through Radial's fulfillment center in Groningen.

More than 58 million tons of food (131 kg per inhabitant) go to waste every year across the EU (Eurostat, 2023), with an estimated market value of 132 billion euros (SWD (2023)421). Foodello reduces food waste by buying in surplus food from producers, importers, wholesalers and retailers, and selling it on an online platform at a considerable discount. This model has already enabled Foodello to save more than 16 million kilograms of food from the waste heap. Radial will provide a suite of logistics services to Foodello, including storage, order picking and packing, returns, value-added services (VAS) and last-mile delivery from its state-of-the-art eco-friendly warehouse in Groningen, the Netherlands.

Dries de Love, Executive Vice President Europe, Radial: "We offer Foodello personalized fulfillment to be able to handle the increase in orders. We will also improve their customer experience and support their continued growth. It's an honour to have been chosen by them. They trust our

transparent, constructive approach. They also have faith in our cutting-edge technology, which combines efficiency and sustainability. This will also inspire other online supermarkets to choose Radial." Juhani Järvensivu, co-founder and CEO of Foodello: "We are expanding fast in Western Europe, especially the Netherlands, Belgium and Finland at the present time. We needed an e-commerce fulfillment expert that shares our values and is able to support our growth with a solution that is scalable, innovative, cost-effective and sustainable. Radial ticked all those boxes."

Bike couriers

Radial will work with sustainable partners for last-mile (home) delivery. A major partner, bpost, is investing heavily in an eco-friendly fleet, including 1000 electric vans, LPG trucks, double-deck trucks and e-bikes with and without trailer. Radial also works with other local carriers, including bike couriers.

Source: [bpost](#)