

crisp

make better quality food
available to more people



Amsterdam, The Netherlands
March 2021

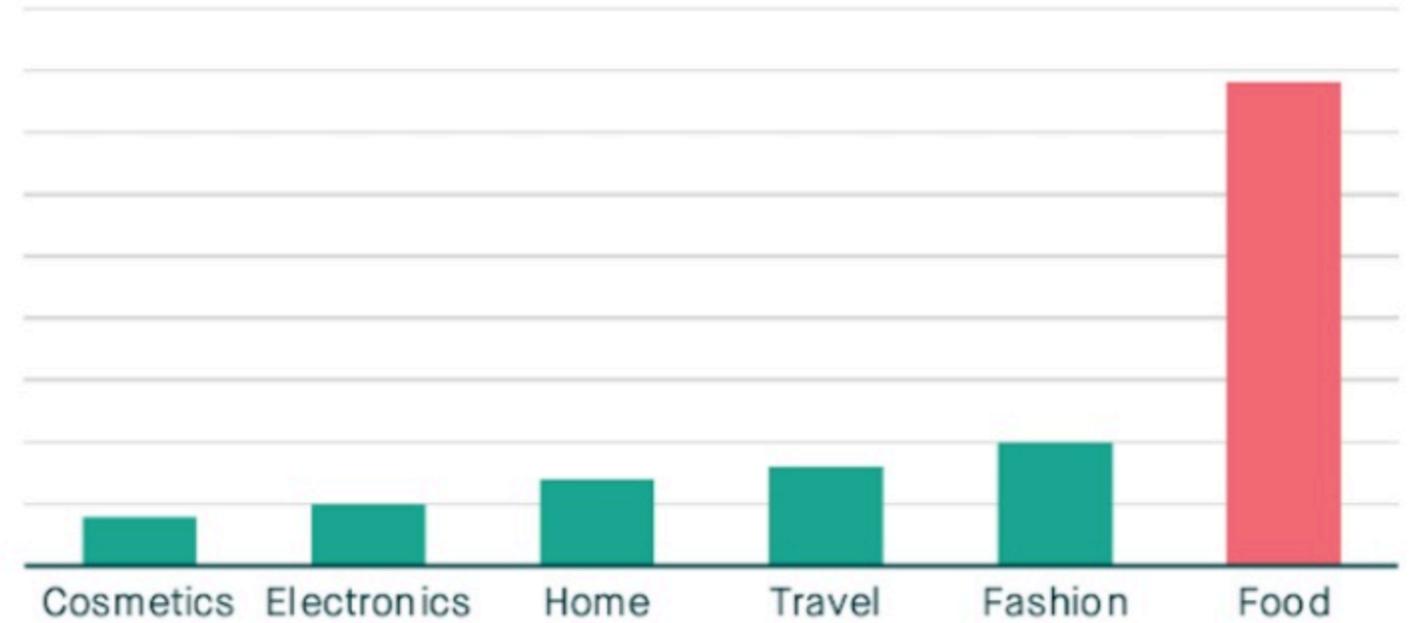


Crisp founders Tom, Eric and Michiel with their families

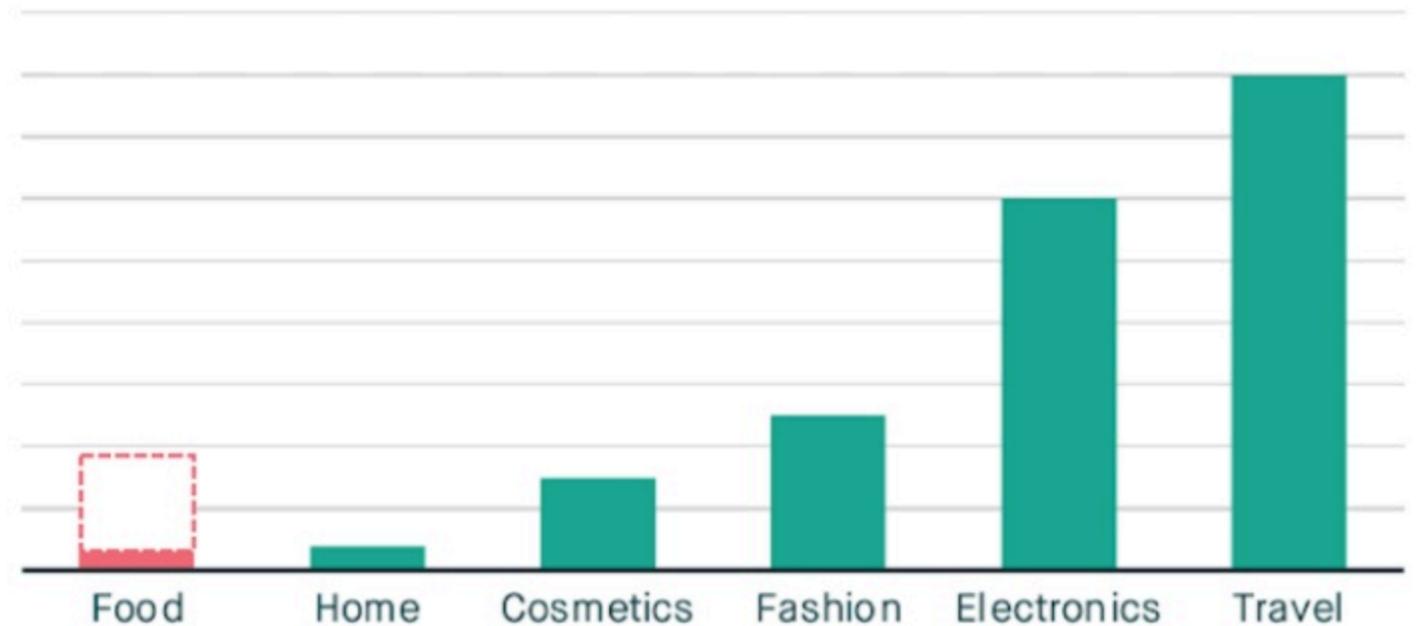
The landscape is changing
not only **how** people shop,
but also **what** people shop

Clear business opportunity

Food is by far the largest consumer segment...



...where the sector is only *just* starting to move online



Clear moral
opportunity



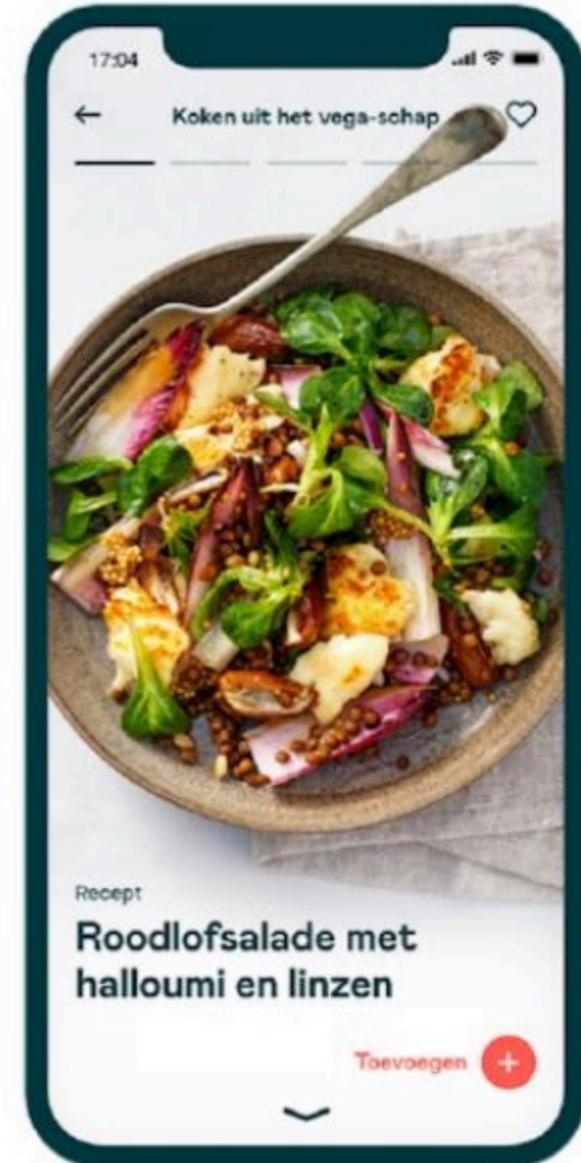
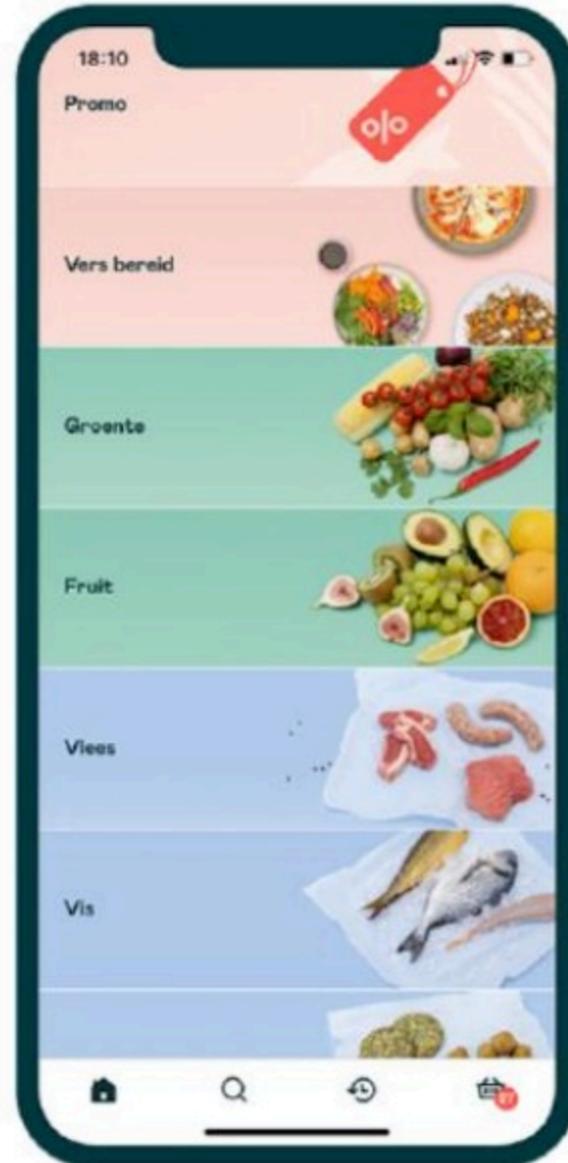
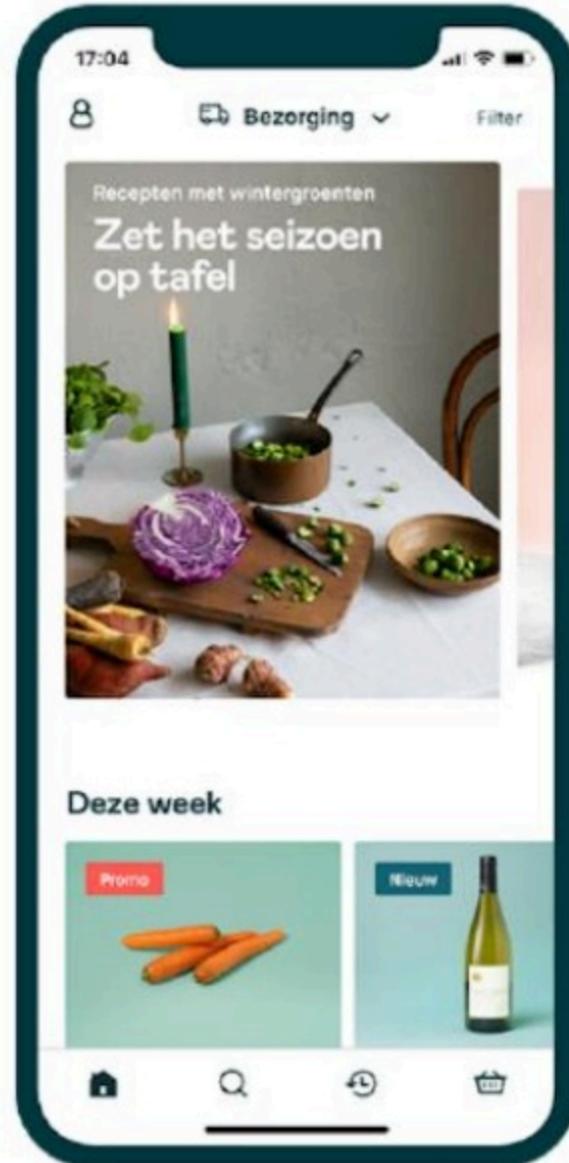
We're building a business on the intersection of
two **mega** trends

Consumer spend
moving to online



Surge in consumer
demand for sustainable
& fresh food

The app

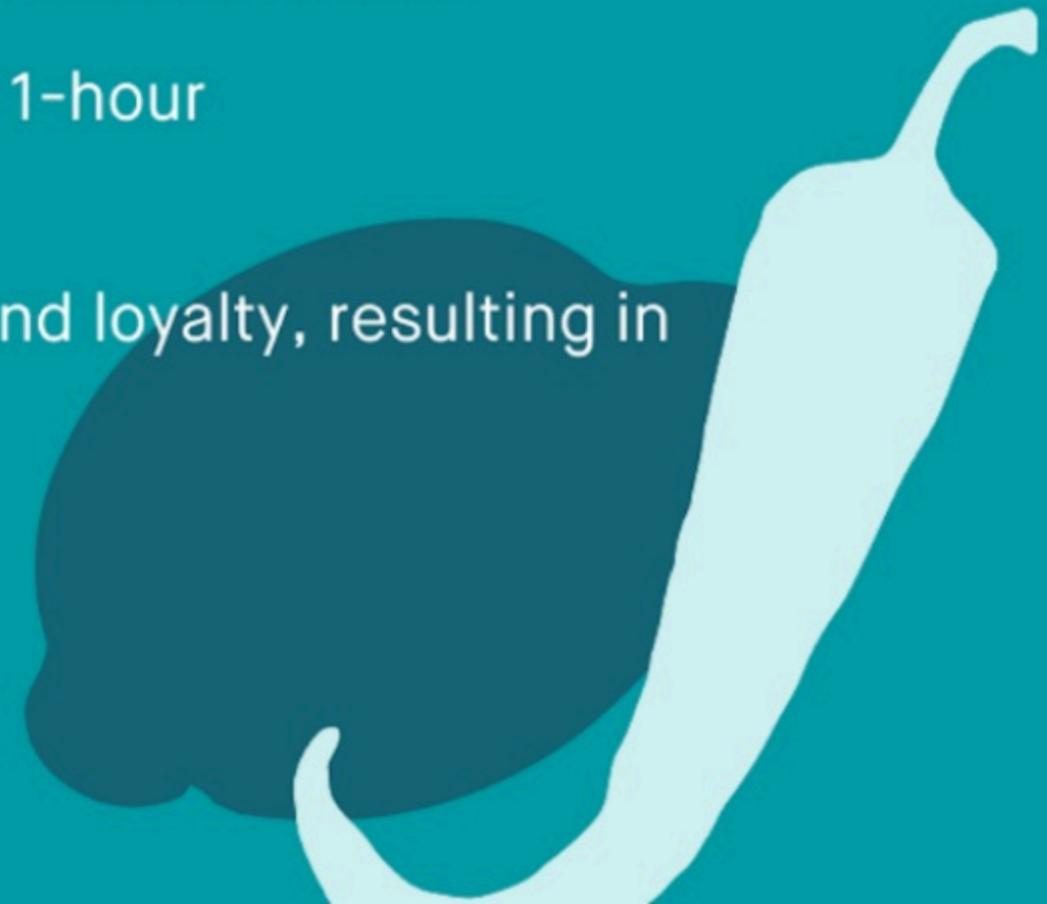


The experience



In 3-years time we have built:

- Assortment of >2000 products from >650 sources
- Team of 500 with experts on food, technology, marketing and operations
- Operations with 3 temperature zones, no inventory and zero waste model
- Next-day delivery throughout all of The Netherlands with a 1-hour delivery slot
- Growth and marketing approach relying on brand, quality and loyalty, resulting in consistent double digit growth per month



High customer loyalty



>85%

Orders from
Repeat
customers

Repurchase rate

2018

2019

2020

High growth



The Crisp brand

The Crisp brand



Brand movie

<https://www.youtube.com/watch?v=2kjQi2tMfks>

Crisp is the most awarded Dutch brand in 2019/'20

"The complete experience is consistent - from using the app to delivering the products to your door. The whole look and feel of the product is very well thought through. Usually you would just see design of just the app but in this case, all touch points are well designed. The app is very very high quality - clear and user friendly"
Jury DIA October 2020

-  SpinAward – Design
-  SpinAward – Digital Service
-  Esprix – ecommerce
-  ADCN – Dutch Creativity award
-  Dutch Marketing Awards – finalist
-  VEDIS – Retailer of the Year
-  Dutch Interactive Awards – Disruptor
-  Dutch Interactive Awards – ecommerce
-  Dutch Interactive Awards – Company of the Year

crisp

beter eten,
lekker geregeld





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