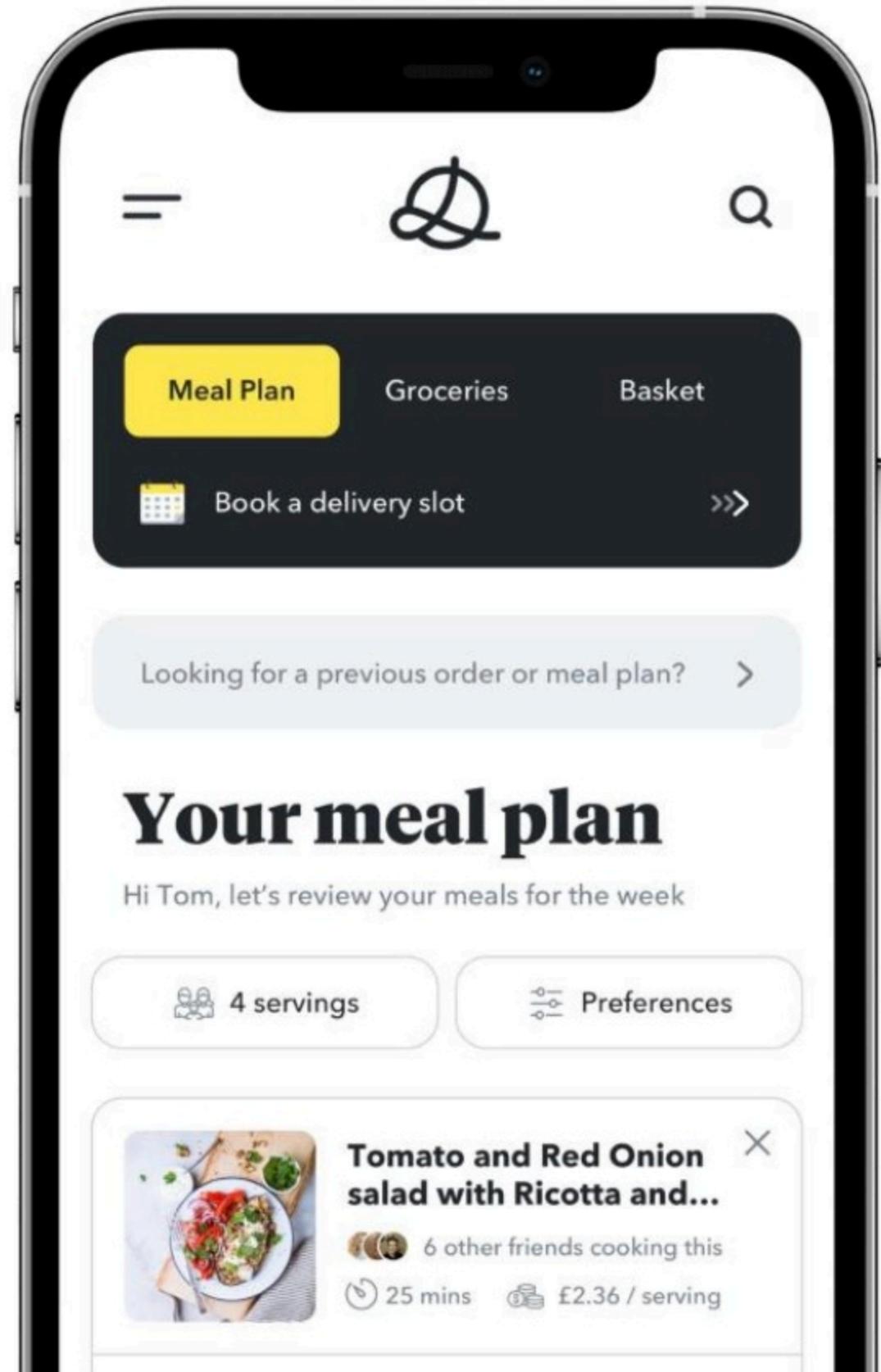


lollipop

Lollipop /lɒ.lɪ.pɒp/ Cockney rhyming slang for shop



A £200B industry just evolved 10 years in 10 months



Speedy delivery is grabbing the headlines but this ignores 90% of the market

Weezy
getir
GORILLAS
Uber Eats

deliveroo
Dija
Zapp
FANCY

Stock-up

Last-minute
& top-up

The big shop remains inefficient & arduous week-in, week-out

Spend 1+ hours / week

80%

Don't enjoy the experience

64%

Wish they had more support

50%

Search for recipe inspiration weekly

70%

Three mega-trends are redistributing the market



Speed



Home adventures



Mission-led shopping

GORILLAS

Zapp

getir

FANCY

amazon fresh

Weezy

Uber Eats

Dija

deliveroo

gousto

Restokit,

dishpatch.

HelloFRESH

LETTERBOX
COCKTAILS

The JAMIE OLIVER
COOKERY
SCHOOL

allplants

THE VEGAN KIND
supermarket

ODDBOX

Milk & More

who
gives a
crap

GOOD
CLUB

We'll out-deliver on emerging + traditional consumer needs



SPEED

World's fastest shopping UX with delivery in any timeframe



HOME ADVENTURES

Socialise while shopping + stretch your cooking skills



MISSION-LED SHOPPING

Next-gen partners + sustainability goals (e.g. eat less meat)



PRICE

No markups



RANGE

Combined stock range of our partners



CONVENIENCE

Shopping on auto-pilot + all in one place

EMERGING

TRADITIONAL

2/3

Your diet

Do you have any specific dietary preferences?

Vegetarian



Vegan



Pork Free



Dairy Free



Gluten Free

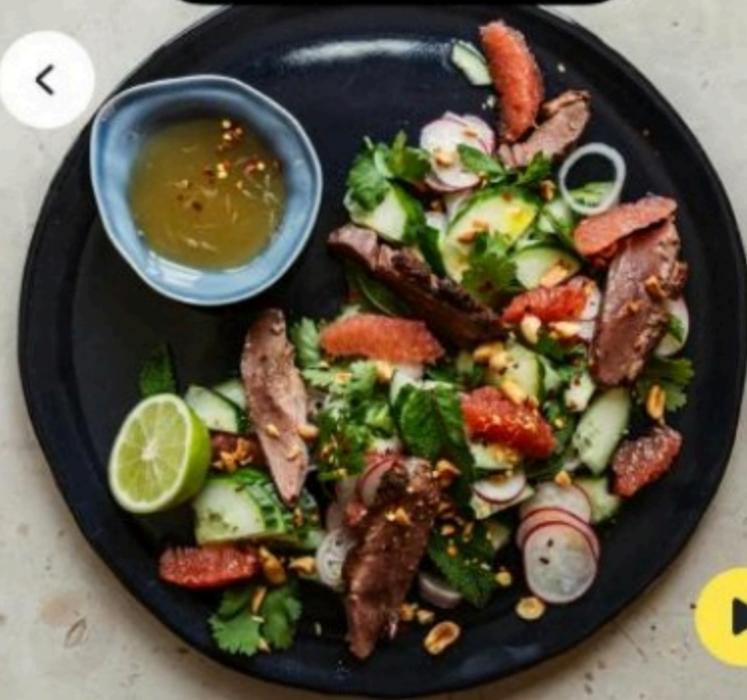


Pescatarian



Next

Skip



Seared Duck Salad with Grapefruit, Thai Basil and Lime Dressing

A really zingy, fresh salad that helps to cut through the delicious richness of duck.



Total time
30 mins



Level
Medium



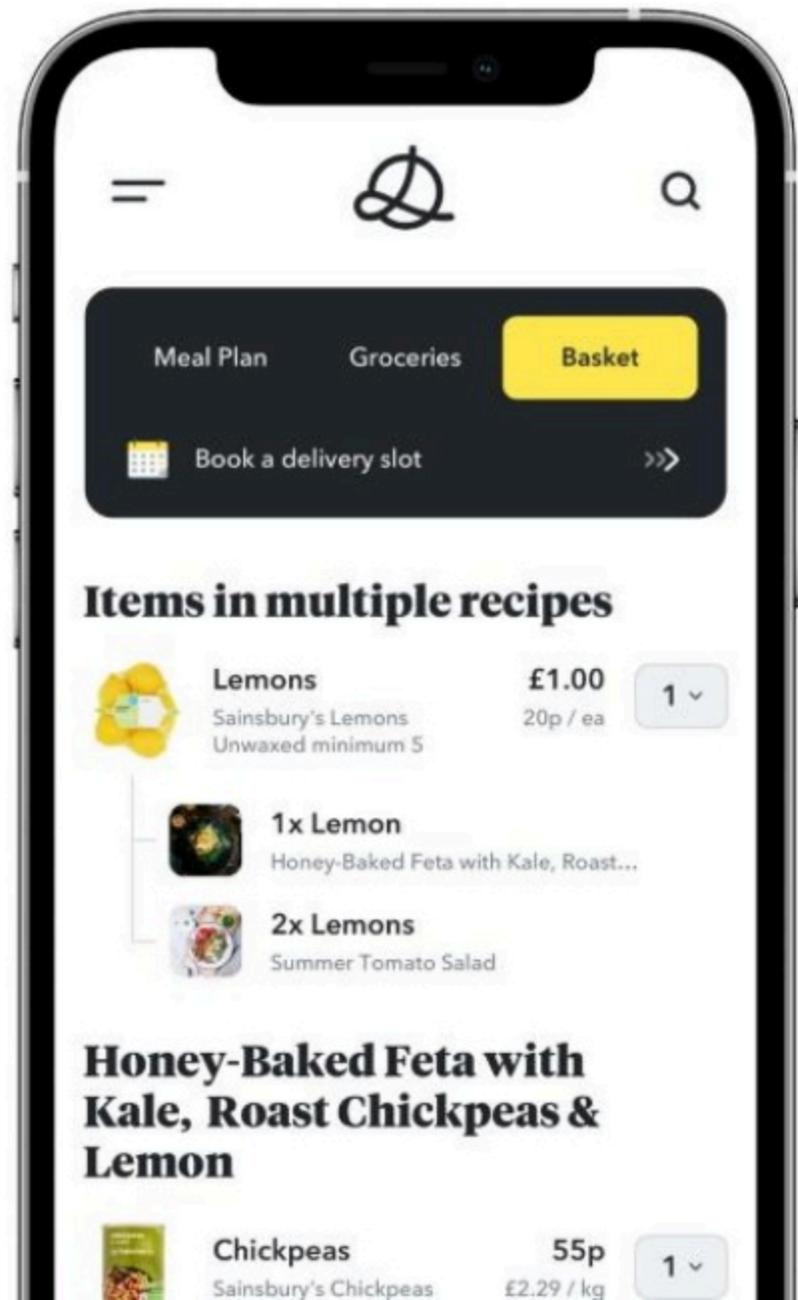
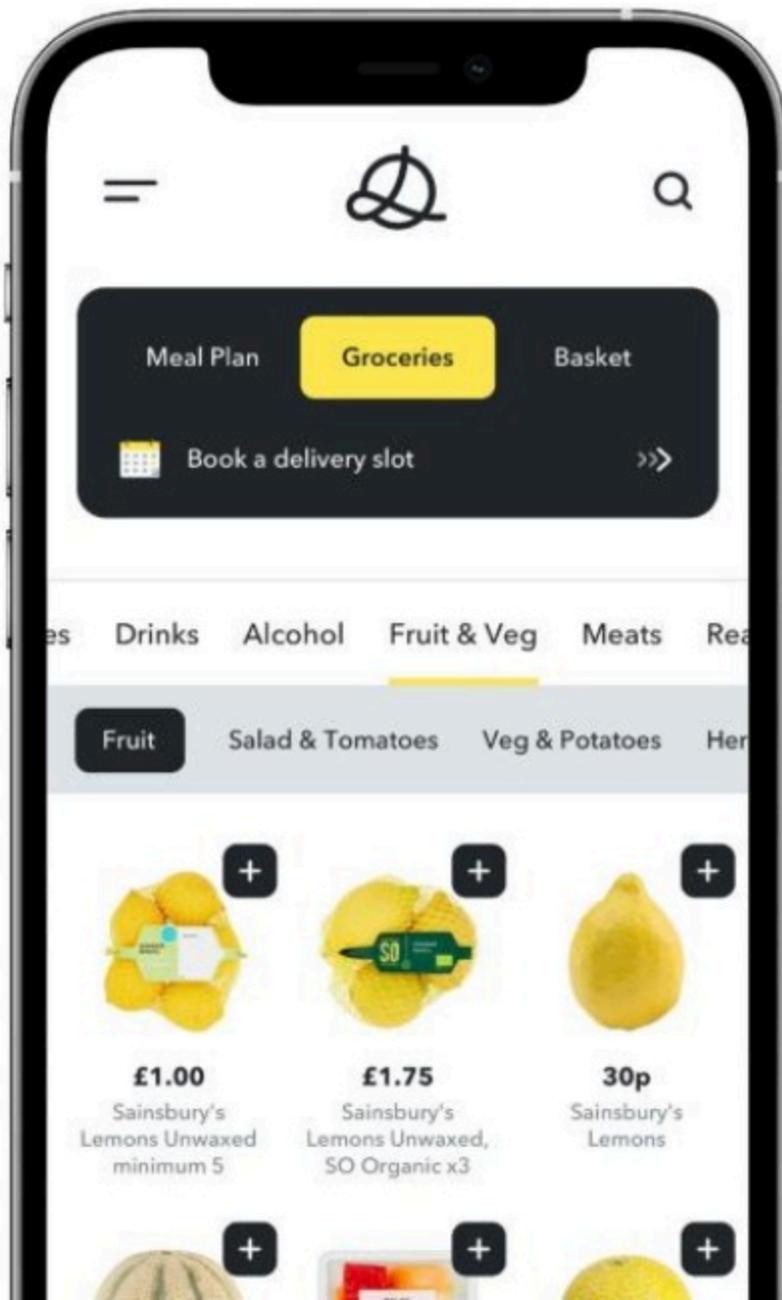
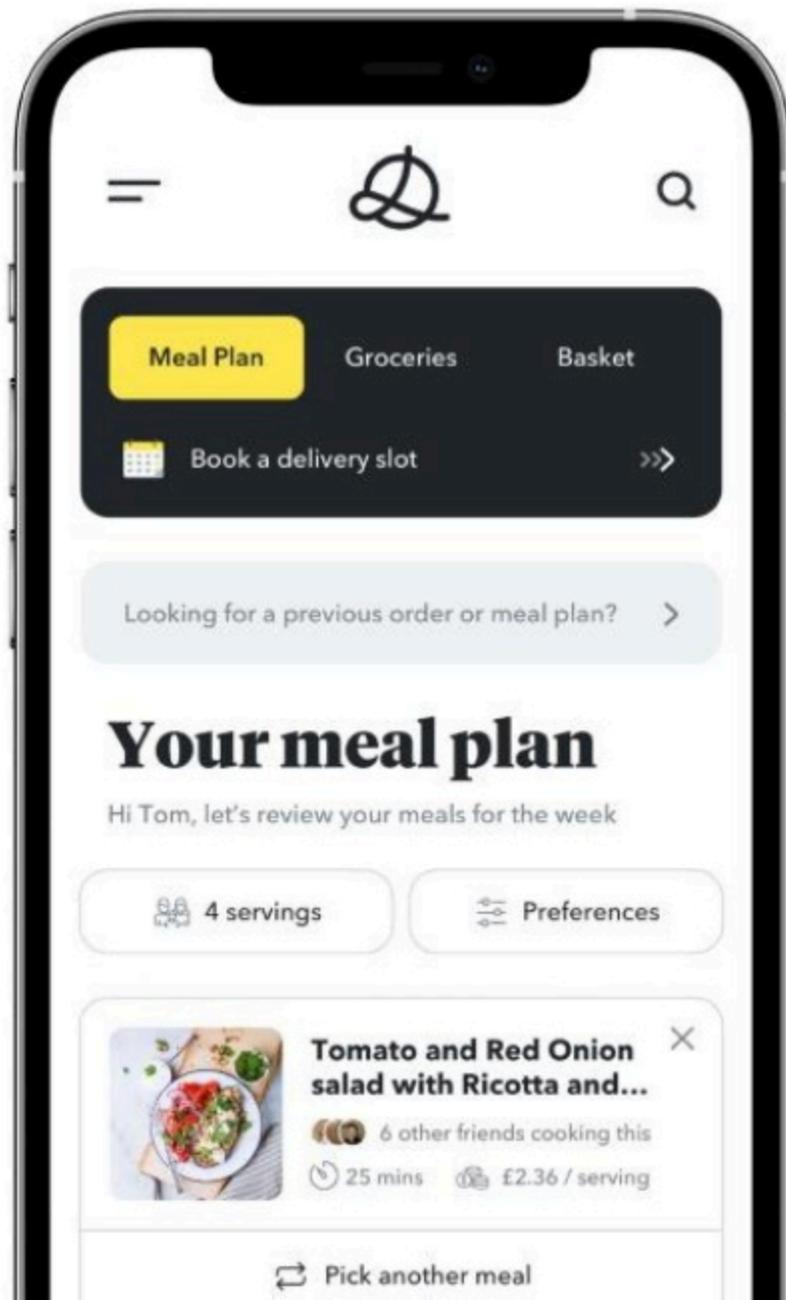
Total cost
£15.43



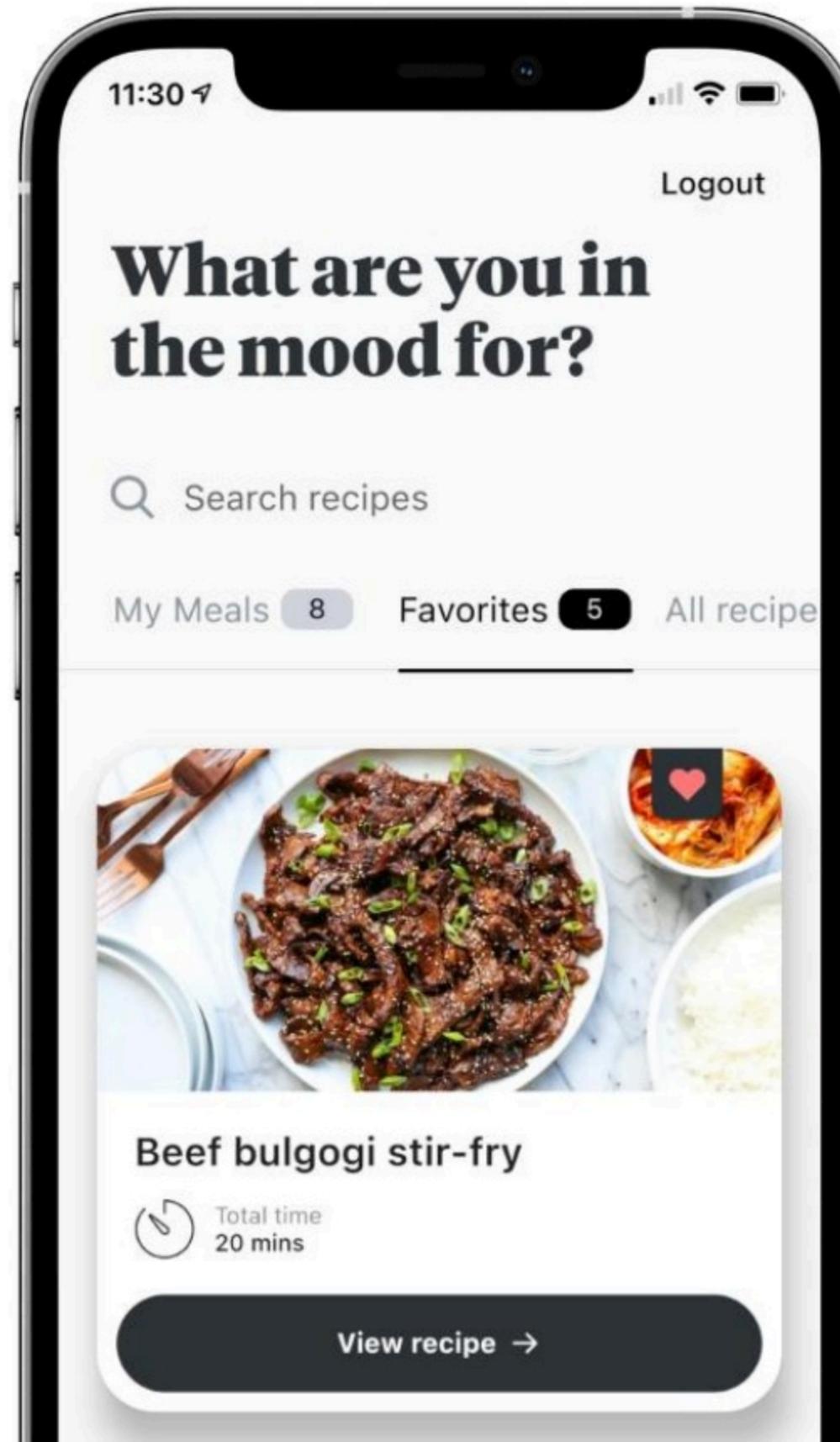
Cost per serving
£3.86

Personalised meals everyone will love

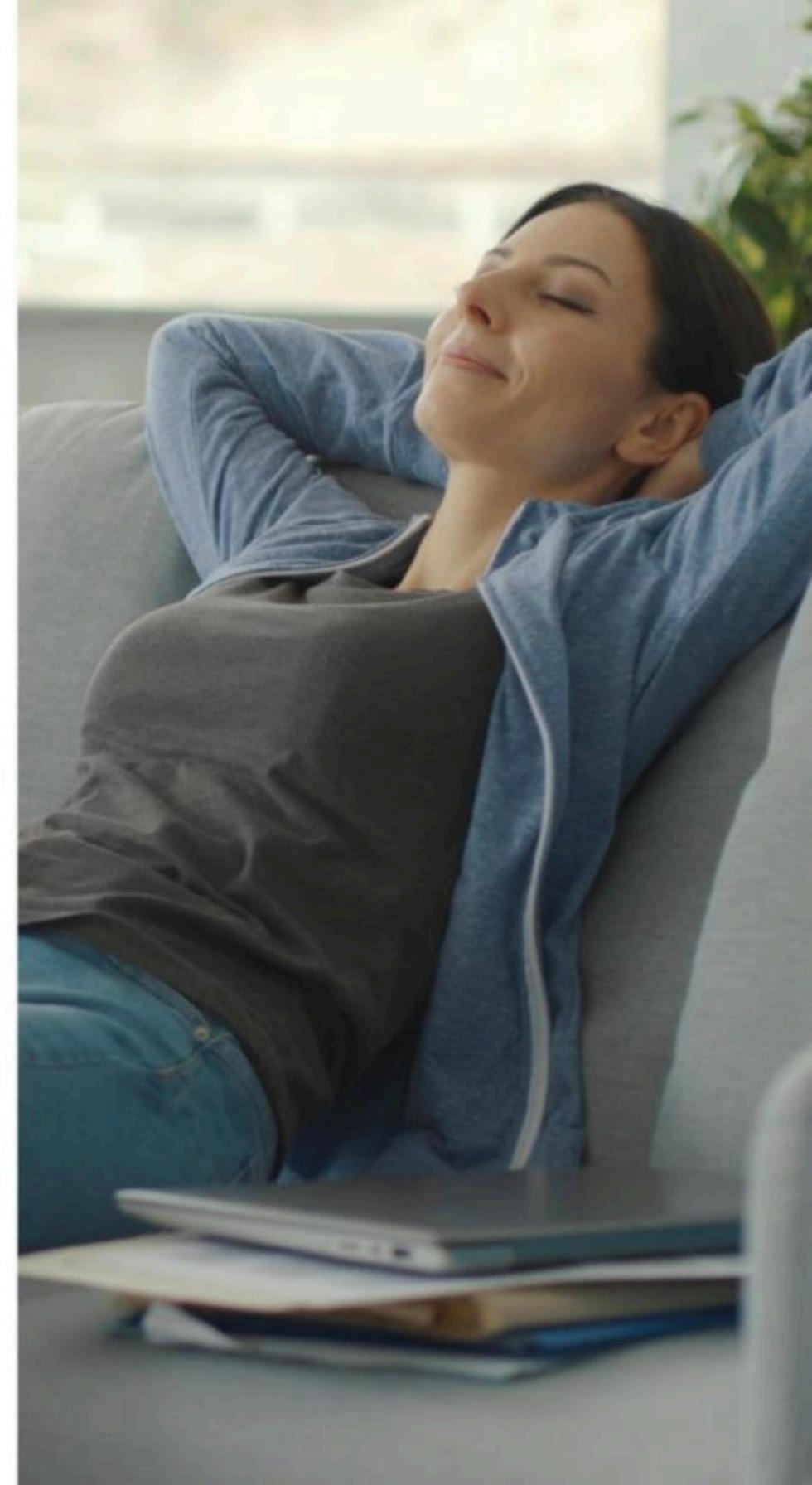
The rest of your basket filled in the blink of an eye



A companion app that helps you rustle up something unforgettable

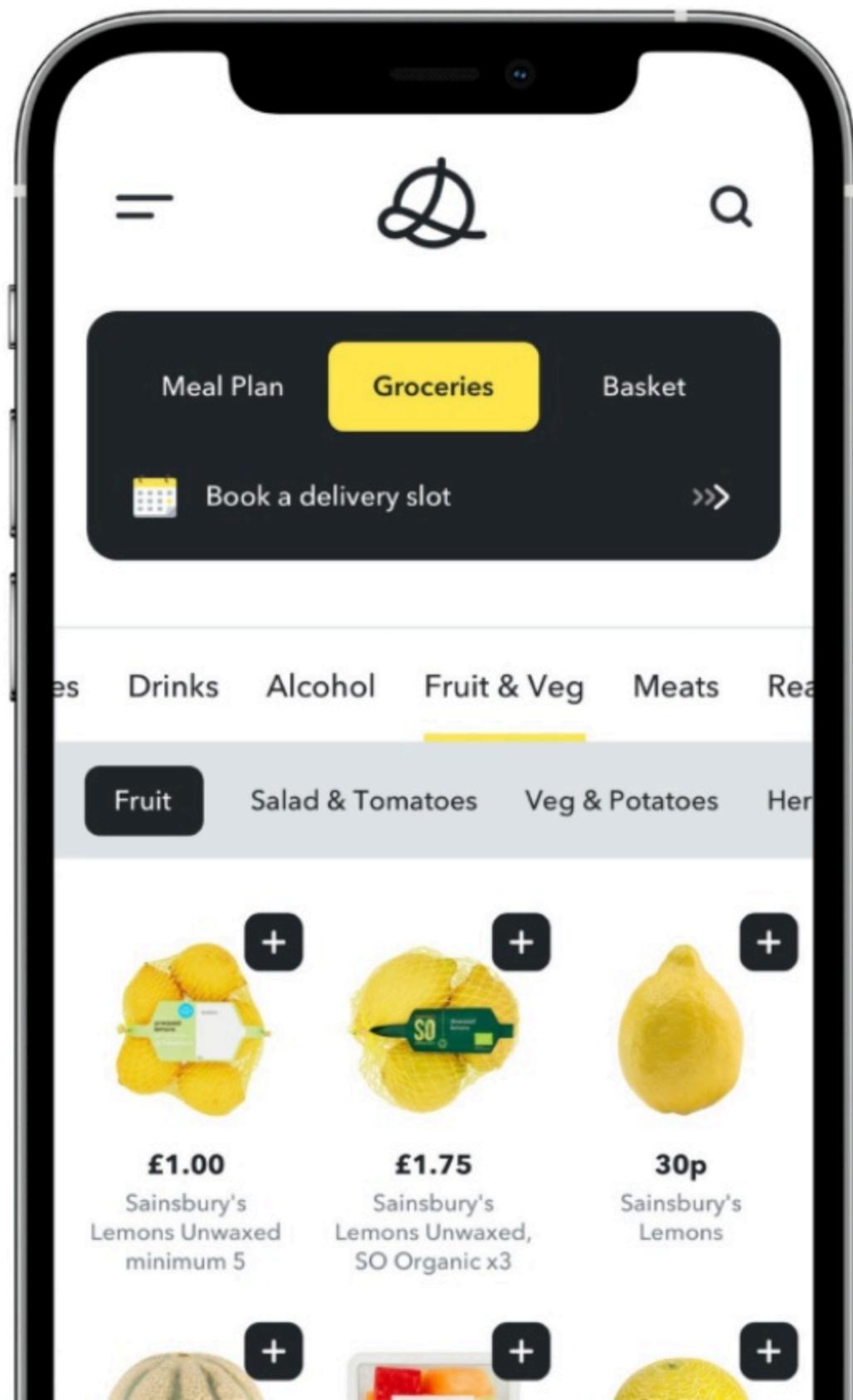


**And one day an AI-led assistant
that will do it all for you
(though the cooking
might be a bit of a stretch)**



**We've integrated with Sainsbury's
with live stock on 30K products**

Sainsbury's





**Alongside in-house development,
we're partnering with the UK's
most popular recipe site**

goodfood

BRAND PARTNER

lollipop

PROPRIETARY

"It went super smoothly and saved me time and headspace when I had literally none to spare"



"Update: Our 11 month old couldn't get enough of this for dinner tonight"

"Had to self-isolate this week. Lollipop was a life-saver... Keep doing what you're doing. 😊👍"

"I've been trialling Lollipop + absolutely love it. My biggest gripe in life is meal planning"

"Lightning fast shop for me this morning..."

"Just done my 2nd Lollipop shop in record time..."

We've struck a chord with our highly engaged Pioneers community who are providing invaluable feedback daily



lollipop

Lollipop /lɒ.lɪ.pɒp/ Cockney rhyming slang for shop



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