



**Press release**  
**1<sup>st</sup> September 2023**

## PizzaExpress partners with Too Good To Go

As one of the UK's most beloved brands, PizzaExpress recognises its responsibility to both the environment and society, which is why the brand is proud to announce a partnership with Too Good To Go, the world's number one marketplace for surplus food.

Having initially trialled the food waste redirection stream in 2022 as part of the brand's overarching commitment to being Net Zero by 2040, the brand has now introduced Too Good To Go as a permanent programme in PizzaExpress' 360 restaurants across the UK & Ireland to ensure surplus food does not go to waste.

Since launching in the UK in 2016, Too Good To Go has prevented more than 28 million surplus meals from going to waste, and through this new partnership, PizzaExpress has joined its mission to reduce food waste.

Using the free Too Good To Go app, the 12.7 million registered users can purchase a 'Surprise Bag' which will be filled with a mix of surplus food – all for a fraction of the price. At PizzaExpress, guests may receive a surprise of a Lasagna, featuring a slow cooked ragu, spinach and ricotta Cannelloni, or alternatively, a combination of three other surprise items including the brand's iconic Dough Balls, Lemon & Herb Chicken Wings or a sweet surprise in the form of a dessert such as a Chocolate Brownie or Tiramisu.

PizzaExpress' Sustainability Manager Cherry Dejos said the partnership means the brand could continue striving to make a positive impact on the environment as it works towards its Net Zero by 2040 target.

"For our customers, the partnership with Too Good To Go means surplus meals from our restaurants across the UK and Ireland can be purchased at a lower price, including our delicious Lasagna and Cannelloni, while helping to curb food waste at the same time.

"This is just one of the ways we are committed to making a difference, and among our other sustainability targets is ensuring that by 2025, all of our direct suppliers have joined us on our journey by requiring them to have set their own Net Zero targets."



Sophie Trueman, Too Good To Go's Country Director UK & Ireland, added, "We are delighted to be partnering with PizzaExpress. Having already had fantastic feedback from our community during a successful trial period, we're looking forward to helping PizzaExpress make a positive impact on the environment.

"At Too Good To Go, we believe that saving food from going to waste is a win-win – consumers can get delicious food for less, and with one simple action, we're collectively doing something great for the planet. I know our users will jump at the chance to save PizzaExpress' Surprise Bags and I can't wait to see our partnership flourish."

The Too Good to Go app can be downloaded from the Apple store [HERE](#) and Google Play Store [HERE](#). To learn more about PizzaExpress, visit <https://www.pizzaexpress.com/>.

**ENDS**

For further information please contact the PizzaExpress press office on [press@pizzaexpress.com](mailto:press@pizzaexpress.com)

#### **Notes to Editors:**

##### **PizzaExpress**

- PizzaExpress believes that dining should be one of life's highlights. It's why every PizzaExpress pizzeria is packed with pizzazz and only the freshest and perfectly sourced ingredients will do. It's why every dish is made with care—and flair. Because at PizzaExpress, a pizza doesn't just mean dinnertime, it means showtime. Whether they're dining in or out, on the menu customers will find icons they know and love like Dough Balls, American Hot and the Sloppy Giuseppe, as well as vegan or gluten-free options, and lighter dishes.
- Today, PizzaExpress has over 360 pizzerias in the UK which it continues to remodel at pace, alongside opening new & relocated pizzerias. It's also proud to sell an extensive range of supermarket products including the UK's best-selling salad dressing.
- Globally, customers are served through owned operations in Hong Kong and the UAE, as well as franchise operations across Asia, Middle East and Europe.
- PizzaExpress' digital transformation continues at pace – with over 1.6million customers now in the PizzaExpress Club – an industry leading loyalty scheme. Customers earn treats on the house every time they dine, from free children's meals for loyal members to Dough Balls just for signing up.



- Learn more about PizzaExpress including the story of how Peter Boizot founded the brand in Soho in 1965 at <https://www.pizzaexpress.com/about-us>.

### **Too Good To Go**

- Too Good To Go is a certified B Corp social impact company that connects users with partner stores to rescue unsold food and stop it from going to waste.
- With over 81 million registered users and 145,000 active partners across 17 countries across Europe and North America, Too Good To Go is the world's #1 marketplace for surplus food.
- Since its launch in 2016, Too Good To Go has saved over 220 million meals from the bin, the equivalent to 625,000 tonnes of CO<sub>2</sub>e avoided.
- According to Project Drawdown (2020), fighting food waste is the key solution to solving the climate crisis.
- Visit [toogoodtogo.com](https://toogoodtogo.com) or follow Too Good To Go on social media to learn more.