zero percent
because every meal counts.
Behind every successful man and woman, there is an app.

Behind every app, there is a story.
50% off
4–5 pm

$5 Dozen bagels
$10 Regular

Einstein Bros Bagels
901 W. University
Avenue Urbana IL...
217.344.7520

While they last! All deals in ZP are available for anyone and everyone. No coupons or phones needed.

1h 50m left
1 in 6 Americans face hunger every year.

50 Million

*USDA*
$22B worth of surplus consumable food is being thrown away in the U.S.

* Boston Consulting Group
DONATIONS AND ITS DATA ARE BETTER THAN COMPOSTING | EPA Food Waste Hierarchy

Food Recovery Hierarchy

- Source Reduction
- Feed Hungry People
- Feed Animals
- Industrial Uses
- Composting
- Incineration or Landfill

© ZERO PERCENT, 2014
This is so obvious.

$22B SURPLUS FOOD

70,000 CHARITIES
“Many organizations never returned his calls (sad but true). One organization did not want bread and another had a very small delivery window.”

– HANNAH’S BRETZEL
Is there a magic wand?
Zero Percent connects to charities in a “dial tree” fashion.

1) PRODUCT
25 Muffins
2) PICKUP TIME
5-6pm

20 Sec. to Post
Zero Percent connects to charities in a “dial tree” fashion.
Zero Percent connects to charities in a “dial tree” fashion.
Zero Percent connects to charities in a “dial tree” fashion.
simple, convenient solution = our solution

1. Identify donatable food
2. Pack and set aside
0. Picked up at a pre-scheduled convenient time
Plenty Grocery and Deli

2036 W Division St Chicago, IL
60622

(773) 270-1509

grocer@plentygoodfood.com

Entry instructions:
There is a parking lot infront of store off of division. Enter through front door and bring a bin.
ENHANCED TAX DEDUCTION | C CORPORATIONS ARE PERMANENTLY ELIGIBLE FOR THE TAX DEDUCTION

Non C Corporations have been extended the enhanced tax deduction during 2007-13, and are expected to be eligible again in 2014. Duh.
OUR IMPACT AND RELIABILITY | MEDIA PAID ATTENTION

421,000 MEALS | 98% PICK-UP RATE

ChicagoBusiness.com
CRAIN'S CHICAGO BUSINESS
FAST COMPANY
Co.EXIST
the guardian
The Washington Post
TRACTION | THE PLATFORM HAS FACILITATED MORE THAN 270,000 MEALS AT 98% PICKUP RATE

“...this can not be simpler to do.”
- The Goddess and Grocer, Bucktown Chicago
“Without your organization's efforts our dinners wouldn't be as special, as healthy... Zero Percent a Hit again!”

-St. James Cathedral, River North Chicago
2014 WINNER
Trailblazing Award
Zero Percent

itacitylights.com
@ITABuzz
GRAZIE
zero percent

OUR COMMITMENT TO SERVING FRESH, QUALITY FOOD EXTENDS BEYOND THIS STORE. EATALY CHICAGO HAS PARTNERED WITH ZERO PERCENT IN ORDER TO DONATE SURPLUS FOOD TO OUR NEIGHBORS IN NEED. WE STAND BEHIND ZERO PERCENT’S MISSION TO PROVIDE FRESH FOOD FOR ALL... BECAUSE EVERY MEAL COUNTS.

Grazie Zero Percent...da Eataly
Zero Percent connects the dots
- Creates **net value** for businesses
- Charges businesses a fee for this value

$22B SURPLUS FOOD

70,000 CHARITIES
15,000 lb.
Thank You!
because every fresh meal counts.

@ZeroPercent    #freshfood4all