



Damm



The second edition of Horeca Challenge, organized by Grup Mediapro, Damm, Familia Torres and PepsiCo, draws to a close with the Demo Day

- Yumminn, Grovy and Upwine, the three winning startups from this year's edition, showcased the results from pilot tests carried out
- The challenges tackled at this year's edition focused on the search for solutions to achieve optimal growth and development of the catering sector

Barcelona, 21 September. The second edition of the **Horeca Challenge**, the initiative launched by **Grup Mediapro, Damm, Familia Torres and PepsiCo, with the support of ACCIÓ and Tech Barcelona**, to promote growth and technological transformation of the catering sector, came to a close this Wednesday with the presentation of the Demo Day. During the event, held at Tech Barcelona's Pier 01 venue, the three winning startups from the 2022 edition, **Yumminn, Grovy and Upwine**, presented an evaluation of the results from the pilot tests carried out over the past few months thanks to co-financing from the partners who are the driving force behind the initiative.

While the first edition of the initiative focused on innovative projects to boost the hospitality industry at such a crucial moment for the sector due to the immense impact from the pandemic; the organization for this year's edition focused on the commitment to innovation to leverage the transformation of the bar and restaurant sector. On this occasion, the projects presented revolved around three challenges: enhancing services of delivery and takeaway channel using digital content; maximizing the use of hotel, restaurant and catering spaces through incorporating new uses; and improve efficiency of the channel's value chain.

Yumminn, this edition's winner in the category of improving the efficiency of hotel, restaurant and catering spaces value chain, enables customers to view and pay their tabs through an application integrated into the POS. The solution rolled out pilot testing at two different locations: a restaurant catering to around one thousand diners per day, and a rooftop bar, with positive results reported by both establishments. Allowing customers to pick up the check when and how they wish reduces the average table time by up to 15 minutes, thereby improving the establishment's profitability. In addition, **Yumminn** also enhances customer experience by expediting payment processing, hence reducing waiting time. Thanks to the pilot test, the startup added several new features after consulting with clients, including Google Review and a web app to allow customer to visibility of table payments.

Upwine, the software that allows wine producers to connect with customers through interactive experiences, was the winning solution in the category of projects to develop delivery and take away channel services using digital content. The platform transforms wine tastings into an

interactive digital experience that allows customers to interact and meet producers through videos while providing feedback about their products. The pilot was tested at a local take away to boost wine sales via this channel and resulted in increased wine sales thanks to this enhanced experience.

Finally, **Grovvy**, the workspace booking platform designed to promote hybrid office models and Smart working, was named winning proposal in the challenge to improve the use of hotel, restaurant and catering spaces through incorporating new uses. The pilot test allowed project organizers to reach collaboration agreements with over fifty partners obtaining valuable information about potential customers' tastes and preferences.

The event was attended by **Marta Esqué**, Strategy & Transformation Director at PepsiCo; **Josep Batet**, Business Innovation and Corporate Venturing Manager at Familia Torres; **Carlos Solana**, Digital Business & Innovation Lead at Grup Mediapro; **Jordi Torrent**, Open Innovation Manager at Damm; **Mar Galtés**, Corporate Development Director of Tech Barcelona; and **Mariona Gaspà**, Head of FoodService Knowledge at AECOC.

About the initiative

[Horeca Challenge](#), was created at the end of 2020, at a crucial point of great difficulty for the hospitality industry due to the pandemic, with the aim of seeking innovative business solutions to foster the promotion of the catering sector.

Due to the success and excellent reception of the initiative, **Grup Mediapro**, **Damm**, **Familia Torres** and **PepsiCo** launched the second edition this year posing three challenges aimed at promoting the sector's digitalization and technological transformation. Nearly 100 companies answered the call presenting their innovative solution projects and after careful deliberation, the jury finally chose a winning startup for each challenge category: **Yumminn**, **Upwine** and **Grovvy**, who upon receiving notification set about running a six-month long pilot testing of their proposals in a real environment co-financed by the partners promoting the initiative.

About Grup Mediapro

[GRUP MEDIAPRO](#) is one of the largest audiovisual groups in Europe with a solid presence on four continents and integrating the entire value chain in every class of content production and provision of audiovisual services leveraging innovation and cutting-edge technology. Through its Innovation Department, the Group leads the eSports sector with Liga de Videojuegos Profesional (LVP), the largest Spanish-language eSports organization in the world; and UBEAT, a multiplatform eSports and entertainment service for new audiences. The group also integrates the company VISYON, a pioneer creative, immersive company in the development of extended reality solutions and the areas of corporate innovation and audiovisual platforms.

About Damm

[Damm](#) is currently present in more than 130 countries. The company was founded in 1876 by the Alsatian brewmaster August Kuentzmann Damm and today it is one of the leading players in the food and beverage industry, with a presence in the catering, logistics and distribution sectors. With 17 factories on the Iberian Peninsula, the company produces and packages more than 19M hectoliters of beer, water, soft drinks, milk and shakes every year, reporting a turnover in 2021 of almost €1.4 billion and with a total workforce of 5,100 at year-end.

About Familia Torres

Rooted in the Penedès wine-growing tradition since the 16th century, the Família Torres founded their winery in Vilafranca del Penedès in 1870, 150 years ago. Each generation has transmitted from parents to children the passion for wine culture from respect for the land and tradition and a commitment to innovation. Today, the fifth generation focuses on the production of wines from unique vineyards and historic estates and on the recovery of ancestral varieties to adapt to climate change. The fight against the climate emergency has been, since 2008, one of its lines of action through adaptation and mitigation actions to reduce CO2 emissions. Historically present in Penedès, Conca de Barberà, Priorat and Costers del Segre, Família Torres also has vineyards and wineries in the main Spanish wine-growing areas –Rioja, Ribera del Duero, Rueda and Rías Baixas–, as well as in Chile and California. She is a member of the Primum Familiae Vini, an association that integrates twelve of the most prestigious centuries-old wine-making families in Europe, and founder of International Wineries for Climate Action (IWCA), which promotes the decarbonization of the sector.

About PepsiCo

PepsiCo products are enjoyed more than 1 billion times a day in more than 200 countries and territories around the world. PepsiCo generated more than \$70 billion in net sales in 2020, thanks to a complementary food and beverage portfolio that includes Frito-Lay, Gatorade, Pepsi-Cola, Quaker, Tropicana and SodaStream. The PepsiCo product range includes a wide variety, featuring 23 brands that generate more than \$ 1 billion each in estimated annual sales.

PepsiCo's new vision is “To be a world leader in Convenience Foods and Beverages by Winning with Purpose”, which reflects our ambition to win sustainably in the marketplace, as well as to integrate purpose into all aspects of our business. For more information: <http://www.pepsico.es>