



## **Sigma increases collaboration with the entrepreneurial ecosystem to revolutionize the food industry**

**CDMX, February 3rd, 2021.** For the second year in a row, Sigma launches **Tastech by Sigma**, the business acceleration program aimed at startups and scaleups around the world, which seeks to jointly revolutionize the food industry.

During the first edition of **Tastech by Sigma**, finalist projects had access to financial support in the pilot development stage, as well as to the company's infrastructure and its specialists in order to develop disruptive ideas. The objectives included process improvement and automation, develop new food products and ingredients, and identify new business models related to food production, distribution and marketing.

In the first generation of **Tastech by Sigma**, 123 startups from 19 countries applied; seven were selected to carry out pilot tests in Mexico, Ecuador, Portugal and Spain. Four startups are in the process of formalizing a long-term relationship with Sigma.

This year **Tastech by Sigma** seeks startups and scaleups that propose innovative solutions to the following challenges:

1. **Future Food** - Food and ingredients that incorporate animal and/or vegetable proteins, as well as solutions that increase the nutritional value of culinary experiences and allow the reduction of sodium, sugar and fat contents.
2. **Green Tech** – Sustainable processes that allow the use of by-products in the industry value chain, reduce the packaging carbon footprint, and improve transportation efficiency, especially that related to refrigerated products.
3. **Power Connection** – New approaches and business models aimed to the consumer through the analysis of market trends and the development of new shopping experiences.

*"We want Tastech by Sigma to become a tradition in the industry and to encourage more and more entrepreneurs to showcase and develop their ideas with us. We are convinced that innovation in the food sector is a collaborative task and this program is our contribution so that young talent can revolutionize what we eat and the way we produce it" - Daniel Alanís, Chief Growth Officer.*



The global call-out begins on February 4th and those interested can apply at <https://www.tastechbysigma.com/> until April 26, 2021. After a pre-selection, the finalists pitch will be held on May 13th before the Sigma Directive Committee.

The finalist projects will participate in a pilot up to 18 weeks (June to October 2021) during which pilot tests will be implemented with support from Sigma, access to the company's infrastructure and specialized mentoring from the Sigma global team.

The Demo Day will be held on October the 21st, when the acceleration program will conclude and each of the startups and scaleups of the final stage will make a pitch to the company's Directive Committee to detail the conclusions of the pilot, show results obtained, as well as to explain technical and commercial advances.

*Sigma is a leading global company in the food industry, focusing on the production, marketing, and distribution of quality foods, including deli meats, aged meats, cheeses, yoghurts and other refrigerated and frozen foods. Sigma has 70 plants and operations in 18 countries in four regions: Mexico, Europe, the US and Latin America. Sigma has a broad portfolio of brands with added value, highly recognized and considered leaders in various categories and market segments, like Fud, San Rafael, La Villita, Tangamanga, Chimex, Fiorucci, Navidul, Campofrío, Bar-S y Braedt among many others.*