



Tastech, Sigma's program for startups, launches a new edition and celebrates 5 years of empowering entrepreneurs around the world

San Pedro Garza Garcia, N.L. Mexico, February 28, 2024 - Sigma Alimentos, S.A. de C.V. ("Sigma"), a company dedicated to the production, marketing, and distribution of quality branded foods, announced the launch of the fifth edition of Tastech by Sigma ("Tastech"), its open innovation program seeking to revolutionize the food industry in collaboration with startups and scaleups from all over the world.

For its fifth edition, Tastech presents a call for greater global impact on its operations and invites entrepreneurs to join together to solve the following challenges:

1. ***New Business Models.*** Innovative business models that leverage our capabilities and expertise with emerging trends, technologies, and consumer preferences.
2. ***Future Foods.*** Technologies to develop innovative food products and solutions that address key nutritional challenges and align with evolving consumer preferences for healthier and more sustainable food options.
3. ***Power Connections.*** Disruptive technologies to enhance operational efficiency, optimize sales channels, and leverage technology to drive innovation across various aspects of our operations.
4. ***Artificial Intelligence.*** Cutting edge AI technologies to optimize and enhance critical operational processes within Sigma.

"At Sigma, we are on a mission to redefine the ways in which we source, process, distribute, and experience food. Over the past five years, we have engaged entrepreneurs in this journey through Tastech by Sigma. This year, we extend an invitation to entrepreneurs worldwide to address some of the food industry's most pressing challenges, gaining access to Sigma's extensive resources and capabilities, enabling them to scale their solutions and create greater value together", said Daniel Alanis, Chief Growth Officer at Sigma.

More than 1,400 startups from 53 countries participated in the first four editions of Tastech, and 45 projects were selected to conduct pilot tests with Sigma in 8 countries: Mexico, Ecuador, Portugal, Dominican Republic, Costa Rica, Peru, Spain, and the U.S.

Results from the first editions of Tastech include the direct investment in food-tech startups, implementing artificial intelligence in the value chain, and an active collaboration to formulate whole plant-based cuts.



The Call-out began on February 27 and participants all around the world may apply at <https://www.tastechbysigma.com/> until May 24, 2024. After a pre-selection process finalists will pitch their project to a panel of Sigma experts.

About Sigma

Sigma is a leading multinational food company that produces, markets, and distributes quality branded foods, including packaged meats, cheese, yogurt and other refrigerated and frozen foods. Sigma has a diversified portfolio that includes over 100 brands and operates across four key regions: Mexico, Europe, the United States and Latin America.

About Tastech By Sigma

Tastech is an open innovation program aimed at startups and scaleups around the world. The program was launched in 2019 to collaborate with the entrepreneurial ecosystem and boost high potential projects in the food industry. More than 1400 startups from 53 countries have participated in Tastech, resulting in minority investments, distribution contracts, and other collaboration agreements on the way.