



# JOIN US

# SUSTAINIBBLE

*Craving & Saving in Madison*



Sustainibble website. Photo by Ava McNarney and Molly Zedeck.

## Why Sustainibble?

- Increase business all day long
- Waste fewer food items
- Join a community of businesses

**“** Since joining Sustainibble, our excess food goes to hungry students instead of the dumpster, and **that change feels good to us**. We know our food is in the hands of people who **need it**, and it **saves us money**, too. **”**

- Theresa Thompson, Short Stack Eatery co-owner

# New app revolutionizes relationship between small business and customers, reducing food waste



The 700 block of State Street. Photo by Althea Dotzour/UW-Madison. Courtesy of UW-Madison Photo Library.

In the vibrant city of Madison, Wisconsin, a groundbreaking app called Sustainibble is changing the way small businesses operate. Designed to connect students with local restaurants and grocery stores, Sustainibble offers an ingenious solution to food waste and financial challenges.

The core feature of Sustainibble is its ability to connect businesses with a large pool of students, offering food that would otherwise be discarded at discounted prices. This not only aids in reducing food waste but also opens a new revenue stream for businesses. Additional features like in-app ads, optional subscription services and the potential for business grants further enhance the profitability for participating businesses.

Short Stack Eatery, for example, is a local small business that often struggles with surplus food. By partnering with Sustainibble, they can offer these surplus items to a ready market of students, turning potential waste into profit. Dynamic discounts based on the time remaining before expiration make these offers even more attractive to students, ensuring that Short Stack not only makes money but also contributes to sustainability.

The app's interface includes a map of restaurants with leftover food, a search bar to filter by various parameters and personalized settings based on user preferences. This user-friendly design ensures that students can easily find and take advantage of these offers, making the app a go-to solution for budget-friendly and sustainable eating.

Beyond connecting businesses with students, Sustainibble offers unique features like a food regulator, which informs users about the expiration dates of their food. It also provides a recipe generator to help make use of available pantry items. These features not only aid in reducing food waste but also provide a valuable service to students, helping them save money and eat sustainably.

Be part of this transformative journey with Sustainibble. Join us today and let's make a difference.



Forage Kitchen owners Henry Aschauer (left), and Doug Hamaker. Photo by Jeff Miller/UW Madison, courtesy of UW-Madison Photo Library.