



Tastech, Sigma's open innovation program, invites entrepreneurs to revolutionize the food industry, together

San Pedro Garza Garcia, N.L. Mexico, February 08, 2023 - Sigma Alimentos, S.A. de C.V. ("Sigma"), a company dedicated to the production, marketing, and distribution of quality branded foods, announced today the launch of the fourth 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.

"At Sigma, we empower startups worldwide by providing access to our company's infrastructure and expertise. We are excited that each year more entrepreneurs participate in our Call-out to collaborate with Sigma, because of the results and alliances formed in previous editions. Tastech has consolidated its presence in the entrepreneurial ecosystem and, this fourth edition, we expect more innovative and disruptive ideas to continue revolutionizing the food industry, together." said Daniel Alanis, Chief Growth Officer at Sigma.

In this new edition, Tastech adds a greater operational capacity to run more pilot tests and includes a new challenge to transform the way in which the food that nurtures us is produced, distributed, and marketed. Tastech invites entrepreneurs to test their projects on four of the most important challenges that the industry currently faces:

1. **Future Foods** – foods or ingredients with high protein content, as well as solutions that increase nutritional value and allow the reduction of sodium, sugar, and fat.
2. **Power Connections** – tools and apps to analyze consumer trends, and the development of new purchasing experiences, as well as the optimization of point of sales, logistics or routing, and the supply chain.
3. **Green Tech** – sustainable technologies that allow the use of subprocesses in the food industry value chain, reduce the carbon footprint and improve the efficiency in transportation, especially for refrigerated vehicles.
4. **Smart Manufacturing** – Industry 4.0 solutions that improve the way in which foods are produced and distributed.

More than 900 startups from 41 countries participated in the first three editions of Tastech, and 30 projects were selected to conduct pilot tests with Sigma in 6 countries: Mexico, Ecuador, Portugal, Peru, Spain, and the U.S.

Results from the first editions of Tastech include a minority investment to foster the development of plant-based products, a snacking distribution agreement, implementing artificial intelligence in the value chain, and an active collaboration to develop alternative protein products.

The Call-out begins on February 8 and participants all around the world may apply at <https://www.tastechbysigma.com/> until May 12, 2023. 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 operating in 18 countries throughout North and South America and Europe. With 65 plants and 184 distribution centers, the company produces, commercializes, and distributes quality branded foods, including packaged meats, cheese, yogurts, and other refrigerated and frozen foods. Sigma's diversified portfolio includes over 100 brands spanning across different categories and market segments, such as FUD, Campofrio, Bar-S, San Rafael, Aoste, La Villita, Fiorucci, Chimex, Navidul, Justin Bridou, and Sosua, to name a few.

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 900 startups from 41 countries have participated in Tastech, resulting in a minority investment, and a distribution contract, with other collaboration agreements on the way.