



Tastech: Six years of evolution boosting innovation and entrepreneurship in the food industry

San Pedro Garza García, N.L. Mexico, March 19, 2025 - Sigma Alimentos, S.A. de C.V. ("Sigma"), company dedicated to the production, marketing, and distribution of quality branded foods, announced the launch of the sixth edition of Tastech by Sigma ("Tastech"), its open innovation program. This new edition marks a milestone in the evolution of the initiative, with an open call throughout the year to facilitate continuous collaboration with startups and scaleups from around the world.

Since its inception, Tastech has evolved significantly, adapting to market trends and the needs of the entrepreneurial ecosystem. In its first five editions, more than 2,000 startups from 64 countries participated in the program, resulting in 50 pilot projects across eight countries: Mexico, Ecuador, Portugal, the Dominican Republic, Costa Rica, Peru, Spain, and the United States. This journey has enabled Sigma to establish strategic agreements within the industry, including direct investment in startups, collaborations in the development of plant-based products, and the implementation of artificial intelligence in its value chain.

For this sixth edition, Tastech strengthens its commitment to innovation in four key areas:

- **New Business Models:** Innovative business models that leverage our capabilities and expertise with emerging trends, technologies, and consumer preferences.
- **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.
- **Power Connections:** Disruptive technologies to enhance operational efficiency, optimize sales channels, and leverage technology to drive innovation across various aspects of our operations.
- **Green Tech:** We seek technologies that reduce the carbon footprint and transform Sigma's supply chain for a more sustainable future.

"Over the past five years, Tastech has evolved to deliver a growing impact on the food industry. With our open call available year-round, we aim to accelerate the collaboration and synergies with startups and scaleups at any time, enabling their innovative solutions to integrate into the food value chain in a more agile way", said Daniel Alanis, Chief Growth Officer at Sigma.

Entrepreneurs interested in submitting their projects can apply at any time through Tastech's official platform:

<https://www.tastechbysigma.com>.



About Sigma

Sigma is a leading multinational food company operating in 17 countries throughout North and South America and Europe. With 64 plants and 201 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 more than 100 brands across different categories and market segments such as: FUD, Campofrio, Bar-S, San Rafael, Aoste, La Villita, Fiorucci, Chimex, Navidul, Justin Bridou y Sosua, among other.

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 2,000 startups from 64 countries have participated in Tastech, resulting in a direct investment in startups, as well as several collaboration agreements.