

Breakfast cereals use case

European breakfast cereal is a 12-billion-euro industry, but until now, customers have been limited to the same old brands and flavors.



#sustainable

Testimonial



Our solution puts the power back in the hands of the customer. By combining state-of-the-art technology with a human-centered approach, we aim to promote and educate customers to use digitally enabled small-scale manufacturing machines to create the best breakfast cereals blend according to their own needs and taste.



Our approach to breakfast cereal consumption offers a decentralized, personalized, and eco-friendly alternative to the one-size-fits-all cereal boxes that most frequently contain too much sugar and too little nutrition.



Reduce waiste

by eliminating the
need for single use
packiging

Buy customized
breakfast cereals
tailored to your needs!





Why breakfast cereals?

The cereal mix will be dispensed into the customer's own reusable container, thus reducing plastic waste and promoting a circular economy. This use case has the potential to disrupt the local markets by allowing local producers and processors of cereals, dried fruits, syrup, honey, and other ingredients to have a place to commercialize and distribute their products.

Here are the reasons why you should buy breakfast cereals:



Ability to adjust for allergy issues



Wide range of options, including flavors, ingredients, and nutritional profiles



Waste reduction

Why customers choose our breakfast cereals

why?

This approach can increase the consumption of local products and support the local economy. Also, when individuals are empowered to make conscious decisions about their consumption habits, they become agents of change within their communities.

- Customers willingness to pay extra for customization
- Rising awareness for an optimized resources management
- Healthier and more sustainable alternative to traditional cereals

