

For Immediate Release



## **Phenix Celebrates One Year Anniversary**

### **Key milestones includes saving 7,000 kg of food and avoiding 32,000 kg of CO2 emissions in Hong Kong**

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(February 2022, Hong Kong)— Phenix's journey started in Hong Kong on the 10<sup>th</sup> of February 2021. Its evolutionary food rescue concept has taken the sustainable initiative of the food & beverage industry to a new height. In 2021, over 600 mystery food baskets were available for sale on a daily basis and 7,000 kg of food were saved through the Phenix app, thus avoiding 32,000 kg of CO2 emissions altogether. This year, Phenix is delighted to announce the launch of the Chinese version of the app to create a more personalized shopping experience for users. On top of that, Phenix is rolling out exciting One Year Anniversary campaigns in February 2022.



### **Strong F&B Partnerships Launched**

In just one year, more than 150 F&B partners have onboarded to combat food waste together with Phenix. Pret A Manger, the international UK based cafe known for its natural handmade food, is anticipating to expand the current 10 locations partnership to 20 stores in 2022. With Pret A Manger fully supporting the food rescue concept, their signature hot meal and dessert combo baskets will be available for purchase at 50% discounts all around town. Other significant partners include Feather and Bone, Le Pain Quotidien, FusionDeli, RF1 by city'super and Trois Cafe. Ranging from grab and go fast food, state-of-the-art fusion cuisine, to bakery and dessert, the Phenix mystery basket is hard to resist.



## **Phenix One Year Anniversary Campaigns**

### ***#PhenixHBD Instagram Giveaway***

Win a limited gift bundle with your Phenix basket purchase. Snap a pretty photo of your food basket and upload to Instagram feed or story with the hashtag “PhenixHBD” to enter the anniversary giveaway. 3 lucky winners will walk away with a limited gift box full of surprises crafted from Phenix beloved partners.



### ***#SavewithPhenix365 Lucky Wheel***

Phenix is introducing the Lucky Wheel game for all users! Everyone is eligible to enter the lucky wheel game in the Phenix app. Simply log in to the homepage to win a unique coupon code to earn even greater deals.

### ***#HBDPhenix15 Birthday Promo Code***

To show gratitude for your support this year, from February 10 to 13 2022, all users may enjoy a 15% off on all orders to share the joy of Phenix's practice to your friends and family.

## **Three simple steps away from doing your part as a citizen of the world**

If you have not tried the Phenix app, start now to enjoy double discounts this Birthday month. They say it takes 30 days to form a habit but with the Phenix app, it takes no more than three steps to shift your habits towards a sustainable path. The Phenix app is available for download on iOS and Google Play Store. Once the app is downloaded, users can pick a merchant and a mystery basket of their choice. This basket is packed full of various perfectly edible goodies that have not been sold and a high probability that it will be disposed of at the end of that business day. Users may simply add the food basket to cart and check out via credit card, then users will visit the store to collect their basket and be pleasantly surprised with a guilt-free feast.

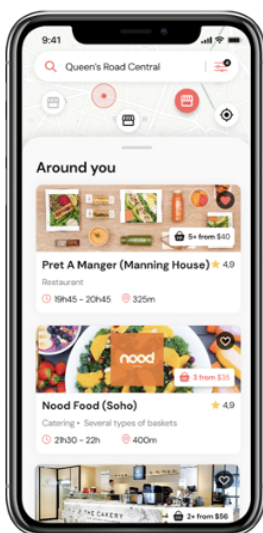
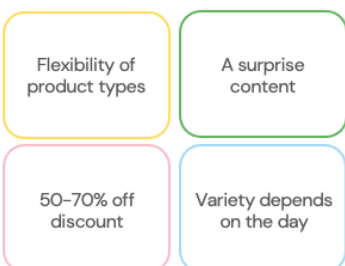
The average basket is weighted at 1kg and for every 1kg of food that is saved from going to waste, this equates to 4.5kg of CO2 emissions being avoided. It's time to contribute and make conscious choices in shifting your habits around purchasing food, with Phenix, feel good with every basket!

## **Nourish the Sustainable Impacts with NGOs**

Phenix's impacts go further than in the F&B industry; they also work with the non profit organisation ImpactHK to build an inclusive Hong Kong where everyone has a place to call home. Starting from February, users can make in-app donations to ImpactHK to help the homeless. With every meaningful action performed and kindness shown in daily life, together the community could easily hit even greater heights in creating a better future for everyone.



#### What is a Mystery Basket ?



- 1 Choose a Mystery Basket
- 2 Pay in app
- 3 In-store pick up on the same day

#### About Phenix:

Originating in France in 2019, the Phenix app is currently established in 6 countries across Europe bringing more than 2.5 million consumers together, saving 46 million meals globally in 2022. The app launched in Hong Kong last February, 2021 as a joint venture with OnTheList, a local company famous for their flash sales. Phenix has welcomed more than 150 partnering F&B outlets to join the food rescue movement. The platform connects the F&B industry with consumers to repurpose unsold food at a discounted price that is 50% off on the minimum. By following the current trends in buyer purchasing behaviours, Phenix provides a digitalisation approach in combining sustainability and online food shopping to make it easier for individuals to start adopting green living habits.

Website: <https://phenixbyonthelist.com/>

Facebook: <https://www.facebook.com/phenixbyonthelist>

Instagram: @phenix\_by\_onthelist

LinkedIn: <https://www.linkedin.com/company/70999159>

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Download link for Appstore:

<https://apps.apple.com/ch/app/phenix-anti-food-waste-app/id1437997699?l=en>

Download link for Google Play Store:

<https://play.google.com/store/apps/details?id=com.phenix.cajou&hl=en&gl=US>

#PhenixHBD #SavewithPhenix365 #Phenix #PhenixByOnTheList #FoodRescue  
#ZeroFoodWaste #自己地球自己救#Phenix一週年

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