



CU MEHRWEG

Reuse-as-a-Service for the food industry

Recycling at its limits

9%

of post-consumer plastic
waste is used for new
packaging



The team behind CU Mehrweg



Tatiana Tsarkova
Founder

- B.A. Business Adm. and Philosophy
- Experience in start-ups, circular economy, and leadership



Jonathan Schröder
Head of Sales

- B.Sc. Business Informatics
- Experience in sales, data science and logistics



Mette-Maria Meyer
Head of Operations

- B.Sc. Business Administration
- Experience in consulting, entrepreneurship and project management



Lennart Adam
Head of Product

- B.Sc. Packaging Technology
- Experience in manufacturing technology and constructive & sustainable packaging development



Uwe Walter
Advisor Food Industry

- Ex-CEO @Müller's Mühle & Aurora (Goodmills)



Felix Block
Advisor Retail

- Ex-Director @Rewe Group & Metro
- 20 years in retail



Moritz Dassing
Advisor Logistics

- Head of Logistics @Magalooop
- Founder @Flowfox



Dr. Kristina von Gehlen
Advisor Sustainability

- Senior Consultant Sustainability Strategy @Capgemini Group

Climate change leads to **higher packaging costs** for food manufacturers and **creates pressure** on multiple levels



Consumers

demand more sustainable products



Regulations

transfer responsibility to companies



Retail

sets ambitious sustainability goals



Single-use plastic becomes more expensive with lower demand



No long-term sustainable single-use solutions available on the market



Own reusable system inefficient and expensive for manufacturers

A simple **reuse-solution** for food manufacturers



We provide **reusable plastic containers** that can be returned using **standard deposit machines**

Reuse-as-a-Service



Packaging delivery

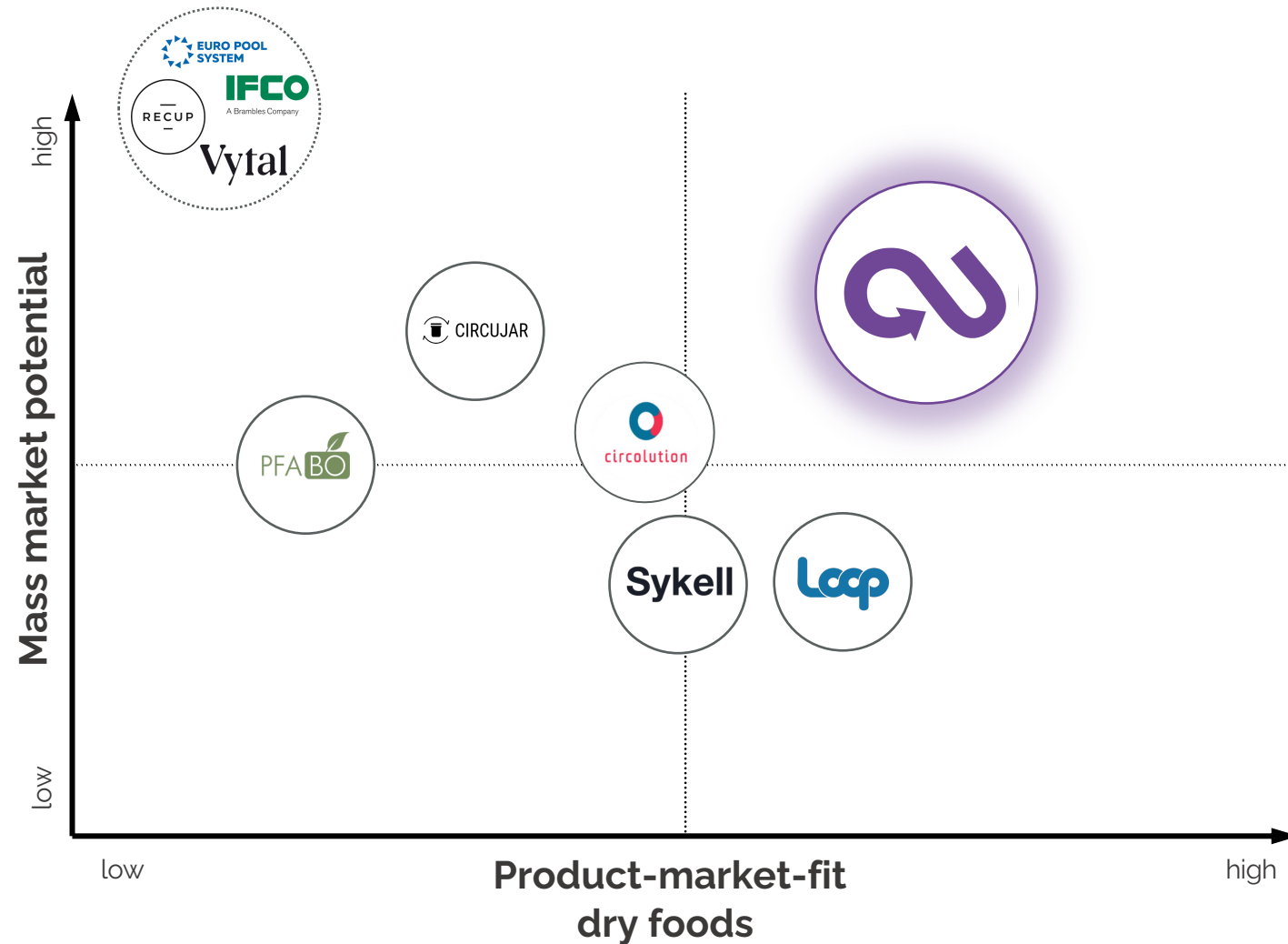


Logistics, Cleaning and Inspection



Data-driven system coordination

The market is in a **fluid phase** without a dominant player



Why CU?

Time-To-Market

speed is crucial -
we are forerunners

Optimized packaging

light-weight, transparent,
sustainable

Open System

white label solution for
all manufacturers

Standardization

creates efficiency and
sustainability through pooling

Many application possibilities offer **large overall market**

12 bn €



Based on sales by food
manufacturers in Germany
& near the border (excl.
beverages)

Pay-per-use model enables stable growth

Usage fee

€0.15

(Per container, per cycle)

Deposit fee

€0.50

(As transitory item)

We enable the flexible use of sustainable and safe **reusable packaging** without additional **logistics and cleaning effort**

In the initial field test, we optimized operational processes and validated end customer acceptance



„We are convinced that CU Mehrweg will enable us to offer our customers a sustainable shopping experience in the long run.“



Ulrike Rentschler, Procurator, EDEKA Rentschler

Next year we turn several brands into Reuse-Pioneers



Pilot Costumers:

fairfood
fair to the roots

HARIBO

**FRECHE
FREUNDE**

Seeberger 



10 + in the Pipeline for post-pilot
implementation



“

The approach is convincing precisely because it is open. An effective reusable solution for the food industry must involve as many system participants as possible. This is the only way it can create value.

”

Karsten Tappe, Director Corporate Responsibility, HARIBO Holding GmbH & Co. KG

Our next steps



Our capital requirements



Previous

65.000 € (acquired)

Development

- Development & Production of first containers
- Establishment of Infrastructure
- Partner acquisition

Pre-Seed

150.000 €

Pilot project

- Founder's Salary + 2 hires
- Improvements of container
- Production of additional containers

Phase 3

1.500.000 €

Scaling

- Production of additional containers
- Sales & Marketing personnel
- Operations professionals

Ready to drive the **reuse-revolution** together? Let's talk!



Tatiana Tsarkova

E-mail: tatiana.tsarkova@cu-mehrweg.com

Mobile: 0176/96979253

Website: www.cu-mehrweg.com



