

# CRISP, THE NEW DUTCH APP-ONLY SUPERMARKET, RAISES LARGEST SEED FUNDING ROUND IN BENELUX IN LAST THREE YEARS

Amsterdam, November 14, 2018

**Crisp, the Dutch online supermarket for quality products, launches today. The service brings together an offering that can only be found at farmers markets and different specialty stores. Ordering takes place with a fast app, and delivery is next day throughout The Netherlands.**

## What is Crisp?

Crisp is the first app-only online supermarket in The Netherlands that delivers great quality food straight from the source. The shop is devoted to selling the freshest, best tasting products. In season and at a reasonable price because all products are sourced directly from small producers and growers that know what they're doing. Mussels come from family owned 'Neeltje Jans' on the Dutch south coast, tomatoes are grown in Amsterdam, and North Sea fish comes straight from the TX36 fishing boat. Crisp's mission is to make the best quality food available to more people. That's why it offers a wide range in vegetables, fruit, super fresh fish, hand made pasta's, over sixty cheeses, eighty wines and award-winning pancakes. The app shows fresh products from over 200 different suppliers, among them small, local specialists. Crisp offers next day delivery, throughout the country, six days a week, within an hour time slot.

## Founders

Crisp is founded by Tom Peeters, Michiel Roodenburg, René Bink and Eric Klaassen. Tom co-founded Westwing, the successful international ecommerce business that recently IPO'd in Frankfurt. Michiel has ten years experience at international food retailer Ahold. René, born and raised on a farm, founded a nationwide wholesale platform for local fresh produce. And Eric founded digital strategy advisory BLOOM, where he was responsible for growing some of The Netherlands' leading apps and digital platforms. A deep passion for both innovation and good food is what unites the four of them.

## The market

Crisp meets changing market standards and consumer needs. Recent research done by Rabobank and consumer data authority GfK shows that 50% of Dutch consumers is prepared to pay more for healthy food. 95% of Dutch consumers state they pay more attention to health-related characteristics while shopping for food. In 2017 alone, the Dutch market saw EUR 38 billion spent on groceries, with just 2.5% online. Online spending doubled in comparison with 2016. The number is projected to grow to 20% in 2025.

*Tom Peeters, co-founder & CEO:* "As a father of two young children, I know the challenge of getting fresh, good and healthy food on the table every day all too well. With Crisp, our mission is to make better quality food accessible for more people. We see people change not only the way *how* they shop, but also *what* they shop. The source of food is rising in importance. Sustainably grown produce saw an increase in sales of 25% in 2017 alone. We build a business we want to proud of. Our company values speak to a new breed of talent. Since our start in the spring of 2018, we hired over 30 highly skilled people from backgrounds as diverse as Ahold, Spotify, HelloFresh, Adyen, Bloomon, McKinsey and the Royal Marine Corps."

## Funding

Crisp raised their first funding round in only ten weeks, and was oversubscribed. The EUR 3 million in seed capital is the highest in the past three years in the Benelux, according to start-up database Dealroom.co. The funding comes from renowned Dutch entrepreneurs and private investors.

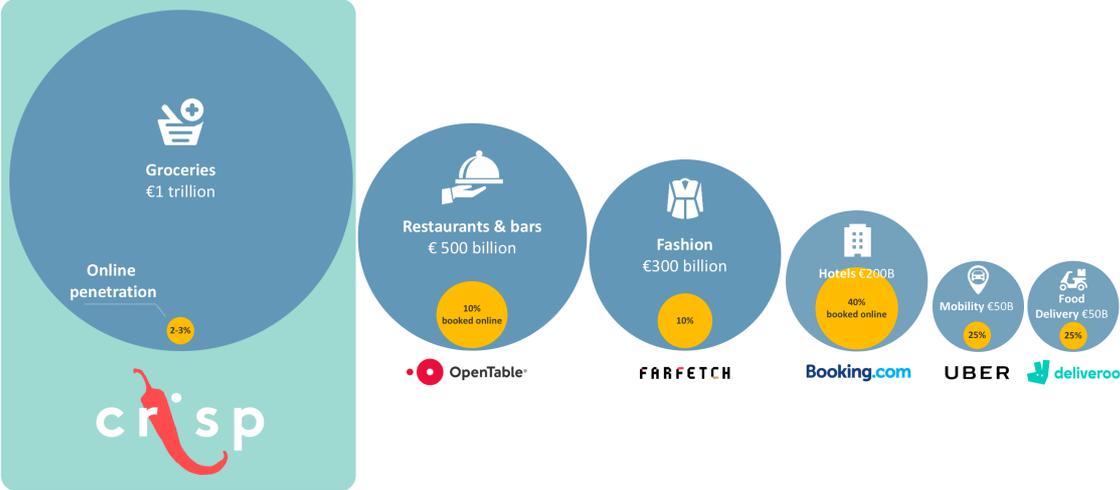
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## About Crisp

Crisp is the online supermarket for fresh products. Founded in April 2018 and launched in November 2018. Crisp is an app-only service, with delivery throughout The Netherlands. Order by 10 PM means next-day delivery. The shop stocks products from more than 200 farmers, growers and makers. Crisp is founded by Tom Peeters, Michiel Roodenburg, René Bink and Eric Klaassen. Together with their team, it is their mission to make better quality food available to more people. Crisp's office located on the canals in Amsterdam, The Netherlands.

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**It's hard to overstate the massive opportunity: with €1 trillion in European household spending, groceries are the largest consumer category that is yet to be unlocked by online delivery**



dealroom.CO Source: European estimates for 2018 by Dealroom.co based on Eurostat data and Dealroom analysis based on equity research and companies' investor presentations. Sources: PwC, Rocket Internet, Statista, Phocus Wright, company information.