

# CELERY: DELIVERY FOOD & FRUITS

---



MADE BY: Davide Magi, Nicole Servadio, Eleonora Tonelli

**Celery** is a fruit and vegetables vertical farm, with a related delivery service to home, workplace, university. Our ideal consumers are the people interested in healthy eating, with a little time to go shopping, grocery or cooking. We

interviewed commuter university students, single employees and workers with families, gaining suggestions and indications to drastically reduce the food waste and use of water and soil compared to traditional agriculture.

**Context** - Lack of time is a common problem for all of our customers. Our proposal wants to be sustainable and respectful of nature and local traditions, so we switched to the vertical farm production. This solution offers a wide amount of fruit and vegetables, so we could grow most of the fruit and vegetables all year round without the use of pesticides and fertilizers and ensure quality and hygiene through an aseptic environment.

**Solution** - With our customized vertical farm we can propose: 1. Lunch delivery: the Celery app to order a healthy meal as salads, rice salads, sandwiches, soups, fruit salads and juices. Our refrigerator will be placed in the workplace/university: the machine will recognize each recycled packaging to receive a cashback. Food and temperature will be digitally controlled. 2. Home delivery: the customer will receive fruit and vegetables comfortably at home with a subscription giving him fresh fruit and vegetables at any time.

**Customer centricity** - We aim to all interested in healthy eating, with attention to recycling and waste reduction, conscious use of natural resources: our fleet is composed of hybrid/fully electric vehicles. Energy for vertical farms is totally from renewable sources.

---