



## Case Study Foodl

Founded: 2019

Headquarters: Utrecht, the Netherlands

Industry: Food

Partner: **mindcurv**

### The company

Foodl is the first truly open marketplace for chefs, hospitality entrepreneurs, and suppliers, primarily created to close the market gap in the B2B foods industry for an open marketplace.

### The challenge

The platform should be easily accessible and open to all, with login credentials only needed when a transaction is required. Furthermore, an exceptional user experience, connectivity to a wide range of touchpoints as well as unlimited scalability were essential requirements for Foodl.

### The solution

A backend based on commercetools combined with Vue Storefront as the frontend provides Foodl with the needed flexibility and speed to meet its every business demands, especially to scale according to its customers' needs as well as grow with the business.

### The result

In January 2020, Foodl opened its digital doors as the first marketplace that connects suppliers and customers in the regional food and beverage industry. Thanks to the future-proof, open platform technology the marketplace facilitates direct trade as well as ensuring real value and innovation.