

App-only supermarket Crisp secures €28M loan from ABN AMRO

Today, Amsterdam-based online supermarket Crisp announces a financing partnership with ABN AMRO to support its sustainable and differentiated business model in the Dutch market. Through a €28 million credit facility, the bank backs Crisp’s approach, which aligns with its ambition to support innovative tech companies contributing to a more sustainable society. For Crisp, recently named *Best Dutch Online Supermarket 2025* by research agency YouGov, this marks the beginning of a next business chapter. The facility partly replaces an existing U.S. venture capital loan, reflecting a deliberate shift toward a long-term collaboration with a leading Dutch bank. At the same time, the tech scale-up frees up capital for strategic investments and announces an expansion of its Supervisory Board.



Founders Crisp (from left): Michiel Roodenburg, Tom Peeters, Eric Klaassen

Long-term vision and healthy growth

Since its launch in 2018, B Corp-certified Crisp has worked toward a future-proof food system by making local and seasonal products from small-scale producers accessible for the many. The grocery-app has been profitable in the Dutch market since June 2024 and expects to achieve the same in Belgium later this year, where it has been active since 2022. Crisp anticipates a full-year EBITDA-positive result in 2026. “In today’s economic climate, many scale-ups are forced to seek funding beyond national borders,” says Tom Peeters, CEO and co-founder of Crisp. “Alongside a solid base of Dutch investors, we now have a partnership with a leading Dutch bank that shares our long-term vision. We’re experiencing strong double-digit growth, with solid grip on cost management – and extremely high customer satisfaction. That’s far from a given in this challenging industry.”

Impact in foodservice

In addition to its consumer business, Crisp recently expanded into the foodservice industry, through partnerships with Sodexo Netherlands -market leader in food & facility services- and school meal provider TommyTomato. As part of its broader strategy, Crisp is scaling up the distribution of local, regenerative products grown with special attention to biodiversity. This category saw 30% revenue growth over the past six months. The online supermarket is also allocating capital for strategic investments in product range expansion, supply chain technology, and further implementation of AI. Alongside the financing announcement, Crisp expands its Supervisory Board with the appointment of independent member Boukje Taphoorn, former CMO of bol.com.

"In recent years, Crisp has distinguished itself with a unique and sustainable vision," says Dan Dorner, Chief Commercial Officer Corporate Banking and member of the Executive Board at ABN AMRO. "Through this partnership, ABN AMRO supports the technological transition toward a local and seasonal food chain, in line with our ambition to promote innovative solutions that create societal impact."

Editor's note, not suitable for publication

For Crisp press images please click the paperclip below:



[ABN x Crisp.zip](#)
16.69 MB

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About ABN AMRO

ABN AMRO is a Dutch bank for retail, corporate and private banking clients, offering a full range of financial products and solutions. Our focus is on Northwest Europe. ABN AMRO’s purpose is Banking for better, for generations to come. Headquartered in Amsterdam, the bank serves over 5 million clients and employs more than 19,000 people. Please visit us at www.abnamro.com.

Crisp is the grocery-app for better food. The Amsterdam-based online supermarket is on a mission to transform the food system by making better food accessible to the many. Through the app, customers can choose from a wide selection of mostly local and seasonal products, sourced from around 900 small-scale farmers, artisans, growers, and producers. With the shortest possible route from farm to fork, orders are delivered across the Netherlands and Flanders in a timeslot that suits the customer. In 2024, Crisp earned B Corp certification with a score of 109, reflecting its sustainability efforts. Research agency GfK (YouGov) awarded Crisp Best Online Supermarket in 2022, 2023 and in 2025 (FMCG E-commerce Formula Report).

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