



App-only supermarket Crisp raises €35 million and announces sustainability milestones

Funding round confirms trust in mission to change the European food system

AMSTERDAM, NOVEMBER 16th 2023 - Crisp, the fast growing Amsterdam-based grocery-app, has secured the necessary resources to continue building on their mission to deliver better food for the many. The online supermarket that focuses on seasonal and local food, closes a funding round of €35M, supported by existing as well as new investors, including top Dutch entrepreneurs and family funds. In an industry marked by limited growth over the past year, Crisp is currently achieving 30% sales growth at significantly improved margins. Launched in 2018, the fresh grocery-app was already profitable at order level in 2020 and expects to break-even before summer in The Netherlands. To further increase its impact, Crisp is currently being audited to become B Corp certified, and will be closing off this year with a fully carbon neutral operation.



Crisp founders (left to right): Michiel Roodenburg, Tom Peeters, Eric Klaassen

Tom Peeters, co-founder and CEO at Crisp: "We are proud of this funding round, in the current challenging tech climate. We've proven to investors we can stay on course with a healthy product and business model, in a turbulent economy."

Application for first B Corp certified supermarket in the Benelux

Crisp is using the fresh funding to build a better food system. A fully proprietary software and operations system specifically built for local and seasonal products and the shortest route from farm to fork. Crisp allows country-wide customers to shop from over 900 small-scale suppliers, proving circularity, no waste and responsible farming can have its place in the mass market. To further increase its positive impact, the operations are carbon neutral from next month onwards and Crisp has submitted its B Corp application. Peeters: "Building a better food system is one of the biggest challenges of our generation. B Corp, the independent label that assesses strict sustainability criteria, helps us to further institutionalize sustainability into our own operation."



Consciousness for tasteful and affordable food

Against broader market sentiment, Crisp identifies that a growing consciousness amongst consumers can translate into a healthy model to operate. With the broader online market currently flat or in segments even declining, Crisp continues to grow at 30%, at significantly higher margins and supported by a deeply differentiated offering and high customer loyalty: "A typical order is a weekly basket of 30 products, with a value of €85, and 90% of orders come from repeat customers." Peeters continues, "Margins are supported by a continuous cost rationalization and an increased efficiency in our supply chain. That was also necessary, given the high inflation. We are not immune to that. The result is that we are on track for The Netherlands being profitable before summer and Belgium following the year after, as we launched in that market only a year ago."

The investors behind Crisp

On the route to making the world a more tasteful place, Crisp finds its earlier backers continuing to invest, as well as a significant share coming from new names. Supporting investors include some of the best operators in the market like Adriaan Mol (Mollie; Messagebird), John Caspers (Adyen), Sanne Manders (Flexport), Thomas Plantenga (Vinted), as well as seasoned retail executives like Sander van der Laan (Ahold, Action, Douglas) and family offices such as Bookmakers Investments, Timeless Investments and Strikwerda Investments. Also VC's Keen Ventures and Target Global are again participating in the round.



For high res Crisp imagery, please find a download through the link below:



[Images.zip](#)
114.52 MB

About Crisp

Crisp is the supermarket-app for fresh food. The service delivers groceries to your doorstep seven days a week, throughout all of The Netherlands and Belgium. It was voted Best Online Supermarket in both 2022 and 2023 by independent research company GfK (survey amongst >35.000 consumers). The assortment consists of locally and seasonally sourced products from more than 900 small-scale farmers and food suppliers. Crisp was launched in November 2018 by Tom Peeters, Michiel Roodenburg and Eric Klaassen with the mission to make better food accessible for the many. Crisp is the most awarded brand of the past three years in the Benelux, praised for its service, design and brand identity (Esprix, ADCN, SPIN and DIA). Recently, Crisp was named Most Innovative e-Commerce Company by industry platform Emerce.